

TECHNOLOGY DEPT.

SHOW

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A National Newspaper for Every Division of the Industry

EXTRA

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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NEW YORK SHOW BIG SUCCESS IN EVERY RESPECT

Good Trade Connections Result; Many Sales Made

NEW YORK, Jan. 14.—With the show drawing to a close it is possible to get a somewhat retrospective view on the events of the week. From every viewpoint this show has been a big success. The local dealer who is interested in making retail sales and in building his prospect list for the winter season has generally been more successful than ever before.

From every side come reports of sales made to New prospects. This does not mean sales to prospects who were all ready to buy before the show, but who came to the show open minded, to pick out the car they believed to be most suitable to their needs.

The national sales manager is reporting the making of very good dealer connections through the meetings held at the show and also very satisfactory quota arrangements for the coming year. The production schedules of many of the factories are determined by what transpires at the New York show, backed up by what is afterwards found at the Chicago show.

With many of the factories having bought increased production space and erected many new buildings during the course of the year, the reports that are coming from this show are most gratifying.

This has been a record year for production. The final reports of shippings made by the factories were given out by the N. A. C. C. today. The verified total for the year of 1925 was 4,301,289, which is a gain of almost 20 per cent. over the previous year. Of these about 500,000 were trucks. In spite of the fact that the past year was a record, many of the larger companies have added as much as 10 or even more per cent. to their production ability.

Since no one increases factory space without intending to use the addition, it can be seen that some of our largest manufacturers are looking for even greater production in the future. It is evident on the face of it that we are in for some severely competitive times. Small wonder, then, that the manufacturers are here with their ears not only to the ground but also cocked to get every bit of information possible that will lead to the formulation of plans for the coming year.

One hears the rubber situation discussed on every hand by all branches of the industry. It is one of the leading topics of conversation at the show. Even the meeting of the National Automobile Chamber of Commerce was stretched out longer than usual, largely because of the discussion

THE Hall of Fame of the Society of Automotive Engineers, a cartoon from the dinner program of last night's event at the Hotel Astor. Harry Horning joins the immortals.



DODGE BROTHERS BUILD 1,500,000TH

Reach This Mark Just
11 Years After First
Car Made

Detroit, Jan. 14.—The building of 1,500,000 Dodge Brothers motor cars was completed this morning at 10:15 o'clock, just eleven years and two months after the first car bearing the name rolled from the assembly line.

This production record stands as an achievement never approached by any other motor car maker in an equal time after making of his first car.

Car No. 1,500,000, a special touring car, although greatly refined in point of beauty and riding comfort, shows a striking family resemblance to the first of this noted line, as a result of Dodge Brothers' policy of improving a standard basic design. During the production of this immense number of cars there has never been an annual model, never a change that was not a distinct betterment.

The dates when Dodge Brothers' output passed important production figures show clearly the continuously accelerated demand for the product. The first car was built November 14, 1914, and was delivered to its owner in New York on December 4, 1914. The first 100,000 cars were completed in 23 days less than two years. Car No. 500,000 was completed June 30, 1920, three years, nine months and seven days later. The one millionth car rolled off the line December 12, 1923, three years, five months and twelve days later.

One million cars had been produced in nine years and one month.

Further Plans Discussed In N. A. C. C. Rubber Move

New York, Jan. 14.—Formation of the American Motor Rubber Corporation by individual members of the National Automobile Chamber of Commerce had not left the discussion stage today. Previously decided to form the corporation with an initial capital of \$10,000,000, the special committee on the rubber situation named by the N. A. C. C. continued today the discussion of plans for the actual formation of the corporation, a New York headquarters and officers of the company, at a meeting held in the offices of the N. A. C. C., 366 Madison Ave.

The committee, composed of

A. E. A. WILL HOLD JOBBER DINNER TONIGHT

New York, Jan. 14.—Friday at 6:30 in the Hotel Alamac a dinner will be held under the auspices of the Automotive Equipment Association tendered to fifteen jobbing organizations in Greater New York.

The presiding dignitary will be Allie Ankers, well-known New York jobber, who headed the delegation of the A. E. A. show in Chicago last fall. Two of the principal speakers will be Arthur H. Mogge, merchandising director of the A. E. A., and Martin E. Goldmann of the Forest Electric Company.

The last half million cars were produced in two years, one month and two days—an interesting record compared with five and a half years for the first half million.

The last 100,000 were built in five months and nine days; the first 100,000 in a few days less than two years.

S. A. E. HOLDS ITS ANNUAL DINNER JORDAN SPEAKS

National Prosperity Is
Founded on Cost of
Transportation

NEW YORK, Jan. 14.—Twelve hundred members and guests of the Society of Automotive Engineers gathered tonight in the ballroom of the Hotel Astor for the annual dinner of the organization. An election of officers also impended.

Harry Horning, whose term as president of the S. A. E. has been such a productive one, presided at the dinner. As usual, the dinner was an hilarious one, and the engineers indulged in numerous outbursts of song. They proved conclusively that if they had not been engineers they would have been something else.

At the conclusion of the dinner activities President Horning called the meeting to order and announced the result of the election. T. J. Little, Jr., chief engineer of the Ford Motor Car Company, Lincoln division, was elected president of the society for the forthcoming year. Mr. Little thanked the members for the honor that had been done him, and promised his best efforts to uphold the traditions and forward the work of the organization.

Other officers were elected as follows: First vice-president, J. H. Hunt; G. W. Spear, vice-president representing motor car engineering; O. W. Sjogren, representing tractor engineering; G. F. Crouch, marine; Arthur Nott, aviation; C. O. Guernsey, stationary internal combustion engineering; and C. B. Whittlesey, treasurer.

Three counselors were elected to serve for 1926 and 1927, as follows: J. F. Winchester, Tallaferro Milton, F. F. Chandler.

Three counselors elected last year serve during the coming twelve months. They are C. H. Foster, O. M. Burkhardt and E. P. Warner. Harry L. Horning continues as a member of the board of counselors during 1926 as past president.

Mr. Horning then introduced the toastmaster for the evening, C. F. Kettering, past president of the society and a speaker whose wit and caustic remarks have made him a favorite from coast to coast. Mr. Kettering acknowledged with becoming modesty the thunders of applause that greeted him, and after congratulating the S. A. E. on a year of real accomplishment introduced the speaker of the evening, Edward S. Jordan, president of the Jordan Motor Car Company.

"The reduction of the costs per ton mile of transportation," Mr. Jordan declared in his address, "was the greatest feature in the economic growth of this country. That is why this country has

NEW commercial car registrations throughout the country, compiled for the week and month, will be found on Page 16 of this issue.

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(Continued on Page 2)

RICKENBACKER CO. DEALERS GATHER

More Than 200 Meet at Luncheon at Commodore Hotel

New York, Jan. 14.—Rickenbacker dealers, to the number of 200 or more, met at luncheon in the Commodore this noon, where they heard W. E. Knox talk on the relation of the banker to the automotive industry. Mr. Knox spoke optimistically of the future, and urged emphasis on the soundest kind of financing practice in factory operation and in the retail sales end.

A. G. Boezel, a recently elected Rickenbacker director, spoke also as a banking member of the family. He is an executive in the firm of Noyes & Jackson, an organization interested in the Rickenbacker stock issues. Mr. Boezel, too, spoke optimistically of the future, basing his predictions on known conditions in the agricultural industry and among public utility corporations.

Capt. Rickenbacker spoke to the dealers in his usual enthusiastic way, and R. T. Hodgkin, general sales manager, gave the boys some from the shoulder suggestions on sales in 1926. It was suggested that the new "Supersport" car,

Rickenbacker Luncheon at Hotel Commodore



which has already made its impression, offers the energetic dealer a desirable addition to his line.

Besides those named, F. R. Bump, in charge of Eastern territory for Rickenbacker, and E. Leroy Pelletier, veteran of the advertising army, were at the speakers' table.

GEMMER OFFICIAL SEES BIG SALES YEAR AHEAD

New York, Jan. 14.—Dr. G. E. Wilder, vice-president and sales manager of the Gemmer Manufacturing Company, Detroit, maker of steering gears and other automotive assemblies, today sounded an optimistic note in the chorus of cheerfulness for 1926.

"In 1925," said the doctor, "our output was 27,000 units, more than twice our entire 1924 production. Just now there is not a customer on our books that has not announced to us that he is going to need more equipment in 1926 than he did in 1925. How can a man help being confident of the future?"

Splendid Axle Exhibit at the Hotel Commodore

Automotive engineers, truck and bus builders are invited to visit Suite 2154, "The Commodore," during the New York Auto Show, and view the model of Clark Axle on display there. You will be pleased.

Clark Equipment Company
Buchanan, Mich.

—Advt.

Jordan Speaker at Big Annual Dinner of S. A. E.

(Continued from Page 1)

most \$300,000,000,000 of the world's wealth, while our nearest rival, Great Britain, has only \$90,000,000,000."

A nation, said Mr. Jordan, is prosperous in proportion to the cheapness of its ton-mile transportation. The Phoenicians, in the dawn of history, ruled the Mediterranean because they could transport goods at the cheapest ton-mile cost then known. Britannia ruled the waves for so many centuries because she was able to carry goods to all the world on a cheaper ton-mile basis than her competitors. America is progressing commercially because we are constantly, by increasing our transportation mediums, particularly motor vehicles, lowering our ton-mile costs.

He paid a glowing tribute to the engineering and production ends of the automotive industry. To these divisions are due all praise for the reductions in cost of motor vehicles and motoring. Sales are still wantonly expensive and advertising costs are tremendously high. If it had not been for the engineers and production men we never could have been able to reach the price levels that have made the use of motor vehicles almost a universal function in this country. Again, Mr. Jordan spoke of the work that the Society of Automotive Engineers has done in standardization, one of the most important methods of cost cutting that we have.

Looking to the future, Mr. Jordan said that the development of this transportation industry has just begun. The fact that there are 20,000,000 motor vehicles in use means nothing. The years to come will see a development that will make this present stage of automotive development seem puerile.

J. B. Hulett Dines Chandler Men

New York, Jan. 14.—J. B. Hulett, president of the Hulett Motor Car Company of New York, distributor in the metropolitan district for Chandler and Cleveland cars, entertained the factory officials and his dealer organization at the Astor Hotel tonight.

F. C. Chandler, president of the Chandler Motors, was the guest of honor. Sidney Black, vice-president of Cleveland Motors, and Samuel Regar also attended. George Graham, vice-president of Chandler, was the principal speaker.



BUICK CO. HOLDS ITS ANNUAL FAMILY PARTY

New York, Jan. 14.—Buick's annual "family party," held at the Commodore this noon had as guests about thirty of the corporation's branch managers and distributors from other states. H. H. Bassett, president and general manager of Buick, made a short talk, and E. T. Strong, general sales manager, spoke briefly.

IN NEW BUILDING

Evansville, Ind., Jan. 14.—The Evansville Battery Service Company, formerly located at 420-422 Sycamore St., U-S-L battery distributor, T. V. Cadick manager, has taken possession of the new one-story brick sales and service building at 10th and Sycamore Streets.

Sales of General Motors Cars to Users

New York, Jan. 14.—The sales of General Motors cars by dealers to users in December totaled 56,866 cars and trucks, compared with 53,919 in December, 1924.

Sales of cars and trucks to dealers by the manufacturing divisions of General Motors in December totaled 53,964, compared with 19,927 in December, 1924.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

	Dealers Sales to Users		Divisions Sales to Dealers		
	1925	1924	1923	1924	1923
January.....	25,593	33,574	31,437	30,642	61,398
February.....	39,579	50,007	33,627	49,146	78,668
March.....	70,594	57,205	74,632	75,527	75,484
April.....	97,242	89,583	105,778	85,583	58,600
May.....	87,488	84,715	90,327	77,223	45,965
June.....	75,864	65,224	75,423	71,088	32,984
July.....	65,872	60,826	62,209	57,358	40,563
August.....	78,638	54,842	56,846	76,462	48,614
September.....	83,519	48,585	60,111	89,018	51,955
October.....	86,281	46,003	58,173	96,364	49,552
November.....	60,257	33,095	47,009	73,374	23,631
December.....	*56,866	33,919	35,709	*53,964	19,927
	827,793	657,568	731,281	835,749	587,341
					798,555

*These preliminary figures include passenger car and truck sales in the United States, Canada and overseas by the Chevrolet, Oldsmobile, Oakland, Buick and Cadillac manufacturing divisions of General Motors.

At the Show

The Big Problem among the visitors to the Chrysler and Stutz exhibits in the private rooms off the main lobby of the Hotel Commodore is how in the name of Lydia Pinkham the huge inclosed models were ever got through the doors. The doorways are but little wider than the ordinary apartment variety and the narrowest of the cars is at least eight inches wider than the door frame. The new radiator lines on the Chryslers evidently cut down more than the wind resistance; the cut down door resistance as well.

Not the least distinguished of the very many distinguished persons who have been visiting at the Lincoln booth on the main floor of the show was Edsel Ford, president of the Lincoln Motor Company, and son of the far-famed head of the Ford Motor Company.

Mr. Ford shared some of the burdens of appeasing the inquiring visitors with E. Kanzler, vice-president, W. A. Ryan, sales manager, C. E. Gilpin, assistant sales manager, E. J. Little, chief engineer, and Major George H. Robertson, Eastern district supervisor.

In the absence of W. C. Durant, president of the Flint Motor Company, R. H. Mulch, vice-president of the company, has been in frequent attendance at the large Flint exhibit on the main floor.

J. W. Hastings, president of the Hupmobile Company, passed an approving eye over the Hupmobile display, which was attracting great throngs daily. O. C. Hutchinson, sales manager, was being ably assisted in the business of putting the Hupmobile over by Fred Sides and James Conroy, assistant sales managers. H. M. Porter, wholesale manager, and Service Manager Salisbury were also in attendance at the Hup booth.

The new wheeze that the village constable had turned in his Star for a 1926 model pleased Colin Campbell, vice-president of the Star Company, into smiling benevolently upon all those inquiring visitors who came to the Star display on the main floor for similar reasons. A. Van der Zee, regional sales manager, and T. K. Lewis, sales manager of the Elizabeth, N. J., branch, smiled with him.

R. E. Watrous, sales manager of the Swa-Bac Manufacturing Company, and J. A. Brand, sales representative, didn't believe at first that so many people would leave the car displays on the lower floors to hike four flights to unravel the mysteries of the elusive accessory, but they did. Yes, indeed, there were a lot of questions to answer, fired by a lot of people.

The Kehawke Manufacturing Company worked on the principle of the exclusive barber shops in the Grand Central district. No waiting. Eight of the company's representatives were in constant and active attendance, including F. G. Kerner, president; P. E. Hawkinson, vice-president; R. Dickel, C. D. Kimball, P. Shaw, H. L. Gilkeson, W. J. Garrett, and Walter Crouchley.

Charles S. Crawford of the Stutz engineering forces had a busy afternoon explaining the multitudinous merits of the new eight-cylinder motor to a large raccoon-coat and a gray hat in the Stutz exhibition rooms at the Commodore. It later developed that some one was inside the coat.

TRUCK AXLE USERS

"The last word in axle construction" may be seen by visiting Suite 2154, "The Commodore," Jan. 9th to 16th, and viewing the exhibit of Clark Axles. Also Clark Steel Wheels for trucks, buses and taxi-cabs.

Clark Equipment Company
Buchanan, Mich.

—Advt.

TO DEALERS
Your protected Dunlop
territory may still be
open. Write today.

DUNLOP TIRE & RUBBER CO.
Buffalo, N. Y.

NEW YORK SHOW IS BIG SUCCESS

(Continued from Page 1)

of the formation of the \$10,000,000 company which was announced at the dinner Tuesday night and which was reported yesterday. It is evident that it is only this situation which stopped further or greater price cuts on the part of some of the lower priced car makers. The new tire price schedule is costing even the manufacturers of small cars in the big production class from \$35 up per car. This amounts to a million dollars on a production of 300,000.

The figures for dealer attendance at the show are very satisfactory this year, showing that the trade interest is in line with other features of the show and reflects a very healthy state of the industry. Talking with the various dealers in attendance, both those from the city and those from the surrounding territories who are here, one finds that the average dealer is far from being overstocked. In fact, in the case of some of the dealers who are handling cars that are bringing out new models, there is some anxiety regarding the arrival of demonstrators to take care of the possible business created by show interest. The trade is stocked more heavily than it was a year ago, but the January demand has already shown itself to be exceptionally strong.

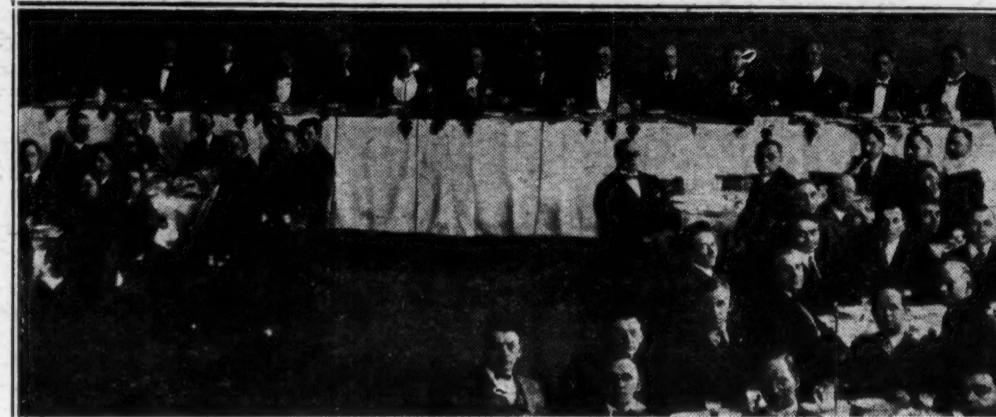
The used car situation is somewhat more acute than it was according to these dealers, and all see the necessity for a firmer hand on the "down payment" situation. Few believe it is possible to reach the ideal 33 1/3 per cent. down situation, but it is doubtful if any of the Eastern dealers will extend 18 and 24 months credit, as has become common in some of the Western states, if the attitude of the dealers attending the show properly interprets the general interest.

From a technical development standpoint, the show is everything that can be desired. It is only another illustration of the fact that perfection will never be reached, for certainly the car of 1926 as exhibited at this show is a better product than that of 1925 in many ways. The lower appearance achieved this year is immediately apparent as soon as one has a good glance at the vehicles displayed. This is a very important achievement in many ways. Not only are the cars more pleasing to the eye and better cars to drive because of the lower centers of gravity, but also they have the tendency of making the older cars look very much out of date.

This will have the effect of stimulating the sales of new cars. It has been past history that when new models look very much better than the past sales are immediately stimulated. Every time there has been a noted advance in body appearance that has been the case. It does not require very much stretch of the memory to go back to the days when the streamline body was introduced. The stimulation of the buying was remarkable. To go back to a still earlier date, namely, about 1909 and 1910, the fore-door model came in, making the open-front car very much out of date. Today history is about to repeat itself and the low-hung car is putting the high car very much in the background and the public will not be slow in responding to bring its car equipment up to date. This, of course, applies very particularly to the metropolitan areas.

One of the points which should be mentioned is the making of the car more foolproof, or, to put it in a more graceful way, less susceptible to the effects of carelessness. The automatic chassis lubricator is one good example of this. So also is the use of the oil reclaiming or refining devices which is growing very rapidly. With some of these it is no longer necessary to drain the crankcase every 500 miles to get the best service out of the car. In fact, the makers of these rectifying devices state that if the oil is drained every 2,500

Speakers' Table at Flint Dinner, Hotel Roosevelt



FLINT DEALERS HOLD DINNER

500 Men From Many Parts of Country Hear Talks

NEW YORK, Jan. 14.—Five hundred Flint dealers from all over this country and Canada heard Flint executives predict an immensely prosperous season during the coming year at the Flint dinner at the Hotel Roosevelt last night.

A program of night club and vaudeville entertainment, a motion picture entitled "The Flint" and songs about the Flint car featured the evening. T. S. Johnston, general manager of the Flint New York organization, and Jack Bergen acted as toastmasters. The speakers' table at the head of the grand ballroom was lined with amplifiers which carried the voices to the entire assemblage.

J. H. Newmark of J. H. New-

mark, Inc., advertising counsel for the Flint Company, gave an inspirational talk.

F. W. Hohensee, representing W. C. Durant, who was absent because of injuries received a few days ago in a railroad accident, then greeted the dealers.

George Scott, assistant general manager, gave a very interesting talk on the Flint production program.

He was followed by the guest of the evening, Bartley Doyle, former president of the Poor Richard Club, in Philadelphia, and a prominent philanthropist. Mr. Doyle made a short humorous speech and related anecdotes of his acquaintance with automobile men.

R. H. Mulch, vice-president and general manager of the company, then told of the policies for the coming year and outlined increases which are now slated in the production and distribution of the cars.

G. R. Morris, assistant sales manager, related the program of intensified sales effort now projected to aid the dealer organization in increasing sales. He promised that

CHRYSLER DEALERS HOLD LUNCHEON AT HOTEL

NEW YORK, Jan. 14.—About 700 Chrysler dealers were present at a luncheon in the Commodore today noon. Walter P. Chrysler, president and chairman of the board, presided and spoke briefly. J. E. Fields, vice-president in charge of sales, and Theodore F. MacManus, the Chrysler advertising agent, outlined the sales and advertising campaign for 1926.

everything possible during the coming year would be done to help the dealer.

The motion picture showed exterior and interior views of the Flint plant and the executives at their desks. Steps shown in the assembly of the car and its road tests proved of interest.

A song about the Flint, written by Irving Berlin, was sung by the entertainers, the audience joining in the chorus and refrain. James Shearer, known on the radio as the "Flint Kid" sang for the audience and gave his own specially written Flint song.

for Economical Transportation

CHEVROLET

The blunt truth is that the improved Chevrolet introduces into the low price field exactly the type of performance that until now has been the chief advantage of owning higher priced cars.

Touring	\$510	Sedan	\$735
Roadster	\$510	Landau	\$765
Coupe	\$645	1/2 Ton Truck (Chassis Only)	\$395
Coach	\$645	1 Ton Truck (Chassis Only)	\$550

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

PAIGE-JEWETT MEN AT BANQUET

President Tells of Big Production Plans For 1926

New York, Jan. 14.—Close to a thousand Eastern Paige-Jewett dealers heard news of interest at their banquet in the Commodore tonight. Henry Krohn, vice-president in charge of sales, introduced H. M. Jewett, president, who outlined the corporation's sales plans for 1926.

"In our scheduled production for this year," he said, "the new Paige output alone will be double that of the combined Paige and Jewett output in 1925. We have laid out an advertising campaign that calls for an expenditure of \$3,250,000, which puts us well up among the important advertisers in the automotive field. We are going to follow through on this, and make new records for both Paige and Jewett cars." In the past, the Paige-Detroit Motor Car Company has spent more than \$20,000,000 in advancing the sales of its products.

A novel feature of the dinner was that at each table a "daddy" sat, who carved a good sized turkey. At the speakers' table, Mr. Jewett carved the biggest turkey of all.

At the speakers' table were W. A. Wheeler, A. Bachle, T. Bradley, George Petersep, G. C. Mather, John Germonprez, F. E. Skeetop, F. W. Henning, E. W. Lothrop, W. A. Hall.

An afternoon sales session was held at the Vanderbilt, under the direction of Mr. Krohn. Talks were made by C. B. Gaunt, sales manager; Walter K. Towers, advertising manager; W. D. Elliott, distribution manager; S. E. Jamieson, service supervisor, and Guy C. Smith, of Brooke, Smith & French, Inc., the Paige-Jewett advertising agents.

PLANS \$200,000 PLANT
Kansas City, Jan. 14.—A. M. Ballard, sales manager of the Sun Oil Company, Tulsa, Okla., today announced that his company would build a \$200,000 distribution plant in Kansas City and handle the distribution of its gasoline and oil products from this place.

Franklin Dealers at President's Luncheon in Hotel Commodore, Wednesday Noon



REO SALES CHIEF REVIEWS YEAR

Triphagen Cheered by Progress Made In 1925

New York, Jan. 14.—While Reo sales for 1925 were record-breaking in volume and more than 10 per cent. greater than had been expected, it is not the unprecedented business alone that provides encouraging aspect for Reo officials, according to A. C. Triphagen, sales manager of the company.



"There are a number of phases of our sales record which give us greater cause for satisfaction than the bare volume," says Triphagen. "They are the facts which indicate that our progress is not a temporary thing, but rather a steady, rational growth that we can count on to continue in the future.

"Sales records made after a company has been operating successfully for twenty-one years, topping marks made in boom periods when people were buying all the automobiles that could be built and were clamoring for more, are especially satisfying in that they justify the business methods of the company making them.

"One encouraging fact is that the 1925 records were made with all models in passenger car and commercial lines going relatively strong. No one 'leader' has borne a lion's share of the growth. Of course, among the passenger cars, the sedan has been in greatest favor, but both the series G coupe and the sport roadster carried their proportionate share of the increases. Then there is the gratifying success which has been achieved by the comparatively new heavy duty speed wagon.

"Export sales during 1925 have been 100 per cent greater

"Export sales during 1925 have been 100 per cent. greater than they were in 1924. While this increase might appear to be out of line with the domestic progress, the high percentage of growth in foreign countries is accounted for by the fact it is only in recent years that Reo has really been able to concentrate in this field. Reo passenger cars, speed wagons, and buses are all gaining in favor rapidly, and there are places where speed wagons are sold in as great numbers as all other commercial cars combined.

"Reo started to make its record early in the year, with January sales nearly 10 per cent. greater than those for January, 1924. Then, in February, the company enjoyed the largest February business it had ever known.

"In March all previous records were overthrown. This month was not only the biggest March in the company's history, but the very greatest month the company had had in twenty-one years.

"April qualified by bettering the

Minn. Steel and Machinery Plant on Motive Output

Minneapolis, Jan. 14.—With the opening of the new year the Minneapolis Steel and Machinery Company, the largest steel and iron manufacturing plant in the northwest, has practically completed its transition from war munitions production back to industrial manufacture and is devoting more attention to making of farm tractors and Twin City trucks and buses.

With rapidly increasing exports of agricultural machinery to foreign lands the company is devoting about one-third of its plant capacity to the farm machinery division, according to officials.

The company is now exporting tractors to Australia, New Zealand, the Argentine, Uruguay, South Africa, Egypt, England, France, Yugoslavia, Cuba, the Philippines, Mexico, Canada, Norway, Sweden, Denmark, Japan and Spain, but is finding its most rapidly growing

market in Australia, South Africa and the Argentine.

"Power farming has come to stay," W. C. MacFarlane, vice-president and general manager, states. "The same factors that are forcing industry to eliminate waste, adopt new economies, increase output and decrease costs, are operating with just as much energy in agriculture.

"Power farming is on a solid foundation because it is an economic necessity. It means more power for a smaller investment and upkeep. It means assurance that farm work will be done at the opportune time. It overcomes the heavy burden of labor costs."

AUTO TIRE CO. STARTS WORK ON NEW BUILDING

Evansville, Ind., Jan. 14.—Alterations have been started on the two-story brick building to be annexed by the Auto Tire and Rubber Company, General Cord and Kelly-Springfield tire distributor. The addition will provide a twenty-four hour tire service department, which will be equipped with a 200-ton solid truck tire service press and provide transient storage for commercial cars. Large users of commercial trucks may have their fleets tire serviced over night, George F. Ahlering, manager, announced.

GOODYEAR TAKES STEPS IN TWO NEW PROJECTS

Akron, O., Jan. 14.—The Good-year Tire and Rubber Company announced this week the letting of two construction contracts. One, a blacksmith shop, which will cost about \$22,000, was awarded to the C. W. & P. Construction Company, and the second, which is the construction of a concrete settling basin, to cost \$50,000, beneath Good-year plant No. 2, in the Little Cuyahoga River, was let to Clemmer & Johnson.

DES MOINES FORD JUMP

Des Moines, Ia., Jan. 14.—Des Moines branch of the Ford Motor Company has had an exceptional winter business, according to O. H. Perkins, manager of the plant, and sales the first three weeks of December placed the branch ahead of all others. A 27 per cent. increase in November over the same month of 1924 was followed by an increase of 44 per cent. for the first twenty days of December over December, 1924, according to Perkins.

STUTZ-CHRYSLER
USE
Myers OILING System
OF
AUTOMATIC CHASSIS LUBRICATION
Chassis Lubricating Co.

Rahway - N.J.

Show Headquarters
Hotel Belmont

JOHANN AUTO BODY PLANT TO START OPERATIONS

increased gradually to 100 men, with a daily production of ten bodies.

On March 1 construction of a one-story brick and steel addition 100 feet square at the new plant will start. The addition will cost about \$25,000.

SPOKANE TIRE CONTRACT

Spokane, Wash., Jan. 14.—The Firestone Tire and Rubber Company was awarded the 1926 contract for furnishing pneumatics and solid and cushion truck tires for the city of Spokane.

EXECUTIVE WANTED

An executive is required at one of our plants to act in the capacity of vice-president and general manager. Attractive salary with an opportunity for the proper party to acquire an interest in the company. Replies treated in confidence. Address Mail Attention President.

Charles Schutte Body Co.

Lancaster, Penna.



CHARLES SCHUTTE BODY CO.
MOTOR COACH WORK

DESIGNERS AND BUILDERS
OF HIGHEST GRADE
OPEN AND ENCLOSED BODIES

OFFICES AND FACTORY
SOUTH WEST END AVENUE
LANCASTER
PENNSYLVANIA

ADVANCEMENT IN CHASSIS OILING

Lubricating Systems Reveal Marked Improvement

New York, Jan. 14.—Chassis lubrication has had a considerable amount of attention this year. When all the cars are studied with this in mind, it is apparent that many makers have done everything possible at this time to make the job of keeping the chassis lubricated easier for the owner.

At the show the lecturers and salesmen present are featuring the absence of trouble in keeping the chassis lubricated on all the chassis where departures have been made to improve this part of car upkeep. It has long been realized that one of the main reasons that cars grow old is the lack of attention to the lubrication of the chassis. This has been blamed on the owner of the car, and great sums of money have been spent by the manufacturers to educate the owner to the better care of the car, particularly as it referred to more systematic and careful attention to the bearings at the ends of the springs, in the brake mechanism and certain parts of the steering gear.

Those who have attended the shows for years back remember the impression that was made on the public and trade when Ferguson, an Irish engineer, displayed at the New York show about ten years ago a chassis in which all the lubrication was taken care of automatically from a central source. The interest on the part of the public was so great in this car that American engineers were moved to ask themselves if they had not been somewhat backward in making the chassis easy to lubricate.

In spite of this, not more than five years ago one of the prominent manufacturers brought out a car which had a long wheelbase, making it desirable to divide the propeller shaft at the center. This he did, and the construction was such that there were seven grease cups at the division point of the propeller shaft, directly in the center of the car and absolutely inaccessible, except by crawling underneath. This construction was soon abandoned.

Today there are no such glaring examples of inaccessibility, yet the thorough lubrication of the chassis involves so much trouble and dirtiness that it is seldom that the average owner cares to undertake it.

Makers are coming to realize that this situation is not up to the standard of other parts of the car. At the show this year there are several cars that are now fitted with some form of automatic chassis lubrication. There are other cars in which some of the lubricating problems have been reduced by the use of oilless bearings or by the use of such devices as rubber blocks in place of the usual shackles at the ends of the springs.

Cleveland a year ago added the One-Shot lubricating system as a part of its advantages. This was so well received by the public that it is not surprising that the same system has been adopted by Chandler, a closely allied organization. Marmon also has adopted the One-Shot system and this may be seen on the cars and chassis of this make at the show.

Another automatic centralized lubricating system is used on the Packard. This is the Bijur system, the invention of Joseph Bijur, an engineer of note in the automotive field and who is used to the requirements of the Packard organizations, as he for years designed and manufactured the electrical equipment for this car.

On the new Stutz another form of automatic lubrication is provided. This is what is known as the Myers system. The Myers system made its first appearance as part of the equipment of the well-known Class B truck of war-time days. This truck, com-

Horning Chalks 'Em Up--By Kessler



monly known to the trade in those days as the "Liberty truck," was a composite design produced by the best brains of the truck industry. The Myers wick feed used on this truck was the forerunner of the highly developed passenger car installation used on the new Stutz cars. It is also stated that one other car will shortly appear with his equipment.

The Myers system incorporates a small reservoir, which is kept full from a by-pass from the engine oil system. In bulk it is but slightly larger than the old-fashioned grease cup. The oil is fed by wick from the reservoir to the center of the shackle bolt, which is drilled to take the wick and also has feed holes to spread the oil over the bearing surface of the shackle pin. The wick does not feed unless the car is in motion, so that there is no dripping or wastage of the lubricant. On the new Stutz the Myers magazine oilers are also placed on the king pins to lubricate these.

On the Bijur-installation on the Packard there is a central reservoir located behind the dash. A convenient plunger is at the hand of oil through various leads, which is a constant reminder that there is such a thing to be lubricated as the chassis. Pulling the knob of the plunger sends a metered supply of oil through various leads which take care of forty-five bearing points on the chassis.

The One-Shot lubrication is not new, as it has been used and tried out successfully on the Cleveland car for a year. This system, as stated, is now on the Marmon and Chandler. As installed on the Marmon it takes care of all spring shackle bearings, the front axle bearings, with the exception of the wheel bearings, the rod bearings and two drag link bearings.

The supply tank is mounted behind the dash, and feeds directly to a plunger pump located below it. The plunger for this pump extends back into the driver's compartment, where it can readily be reached by the right foot of the driver. When the plunger is pushed by the foot of the driver, a ball check closes the return to the tank, and oil is forced through three main leads, from which it is distributed to the various bearings.

The supply reaching each bearing is metered in proportion to its requirements so that no oil is wasted by over supply. Small double end plunger valves, held in position by light coil springs, act as

the metering devices. Above the plunger of each valve is an air bell, and the size of this air bell determines the amount of oil for each bearing. As pressure is built up in the system the plunger is forced from its normal position against the opposite seat, thus preventing the return of oil to the feed lines. As the pressure increases the air bell is compressed by the incoming oil. When the plunger pump is returned to its normal position the double seated valves return to their normal positions, and the oil that has entered the air bell is forced by air pressure to the various bearings.

While not a method of chassis lubrication, the rubber shock in-

Big Cars Will Always Be In Demand, Says Farley

New York, Jan. 14.—While the automobile industry, due to several causes, is experiencing a decided trend toward the lighter and smaller car there will never come a time when the larger six and eight will not have a great following, according to J. I. Farley, president of the Auburn Automobile Company.

"The automobile industry is now experiencing the diametrically opposite trend that was noted among manufacturers two and three years ago," declares. "At that time every company of importance experimented with, and many produced six, eight and even twelve cylinder engines of large dimensions. The displacement of these multiple-cylinder engines, which included even twin eights and a few experimental engines with even a greater number of cylinders, was enormous—far beyond the normal physical requirements of any domestic automobile.

"Just now the industry's engineers are developing a lighter and faster automobile, half a dozen manufacturers having models of this type at the New York show. While perhaps a large following will be created by these departures in conventional design and type, a potential market will continue to exist for the heavier and more commodious cars of six and eight cylinders. Despite the noted characteristic of American people to follow the leader, which is unusually prevalent in the selection of the average automobile, there will still remain that class of purchasers who can and will afford the more luxurious and more powerful automobile.

"That the large six and eight cylinder automobile will pass out of the picture is as ridiculous as to limit wealthy individuals in the amount they spend on their own homes, or prohibiting people the use of sugar in their coffee, for it is natural that certain people will demand and get luxuries not available to others.

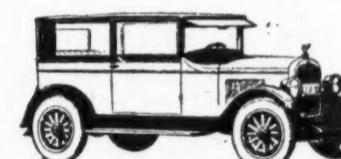
sulators as adopted by certain companies are interesting in this connection, as they relieve the owner of a certain amount of care in the lubrication of his chassis. Locomobile Junior 8, Flint, Sterling and Chrysler are all using the rubber shock insulator. Of course, this is also found on the Hertz drive-it-yourself car, but since this is a product of the Yellow Cab Manufacturing Company and the yellow cabs have done much to make the rubber block popular and famous, this is nothing to be surprised at.

While this only takes care of the shackles and the rest of the chassis has to be lubricated in some manner. It has been found that the shackles are generally the first parts to wear on a car. At least they are the first parts to become noisy. This is particularly true in the Hotchkiss driven cars, where the springs not only take all the stresses of suspension, but must also transmit the drive as well.

While not shown at the show, it is a well-known fact that there are several additional cars on which experimental chassis oilers of various kinds have been fitted. The Kellogg Company, well-known water pump manufacturers have had a system somewhat on the order of the One Shot, but with a different distributing and metering arrangement, that they have been working on for years, and it would not be surprising to find other companies equally well equipped making a study of this development, which engineers feel to be rapidly on the way.

Not only does the automatic chassis lubricating system add to the life of the car in the hands of the ordinary owner, but it makes it easier for the more careful owner to do a good job in the care of the car. This type of equipment must be built in the car to be satisfactory. It can hardly be added afterwards.

Smashes Detroit-Chicago Record!



The New-Day
JEWETT SIX

with SALISBURY AXLES

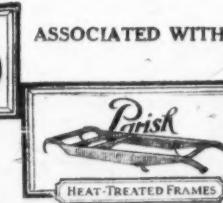
Dashing through early morning darkness . . . speeding over an ice glare that ditched less tractable cars . . . on December 19th a New Day Jewett traveled the 239 miles from Detroit to Chicago in the amazing time of 6 hours and 5 minutes. Half an hour faster than the crack Wolverine train! A new road record!

Salisbury axles, front and rear, are credited with contributing to the remarkable easy handling and well-sustained performance of this car. All Jewett Sixes have Salisbury axles. That's something to remember as you watch this car write new pages into the history of the industry.

Salisbury Axle Company JAMESTOWN, N. Y.



Spicer Manufacturing
Company
South Plainfield, N. J.



Parish Manufacturing
Corporation
Reading, Penna.

Bearings Used in the 1926 Passenger Cars

The Names and Manufacturers' Numbers of the Ball and Roller Bearings in All the Important Locations of the Season's New Models—Generators, Clutches, Transmissions, Axles, Wheels and Steering Gears

(Continued on Page 8)

Make and Model of Car	GENE-RATOR	CLUTCH		TRANSMISSION				FRONT WHEELS		REAR WHEELS		DIFFERENTIAL		BEVEL PINION SHAFT		STEER-ING GEAR SHAFT	
		Com. End	Thrust	Main Shaft, Fr't	Rear	Counter Shaft, Fr't	Rear	Pocket Reverse Idler	Inner Outer	Inner Outer	Right and Left Pinion Shaft Pilot	Front	Rear	Front	Rear	Upper	Lower
Ajax [‡]	ND 1201		Hy NC306	Plain	Plain		Tim 2530-2582		Tim 2720-2787		Tim 29334-29177		Tim 26283-26126		Ros 0123	
	ND 1203	Plain		ND 1306	Plain	Plain		Tim 1729-1755			None		Tim 28315-28138		Ros 023	
Auburn, 4-44		ND 1209	Plain	Hy 27992		
	Nic 4703		ND 1306	Plain	Plain		
Auburn, 6-66	ND 1203		ND 1209	Plain	Hy 27992		Tim 312-325		Tim 3422-3463		Tim 353-355		Tim 2520-2580		Ros E48	
	Plain	Nic 4703		ND 1306	Plain	Plain		Tim 2320-2381			None		Tim 3320-347		Ros E48	
Auburn, 8-88	ND 1201		ND 1209	Plain	Hy 27992		Tim 3320-347		Tim 3320-3385T		Tim 3520-355		Tim 2520-2580		Ros E48	
	ND 1203	Nic 4703		ND 1306	Plain	Plain		Tim 2320-2381			None		Tim 3320-347		Ros E48	
Buick, Standard	ND 7203	ND 7203		ND 1209		ND 4		Hy SW 210		ND 0210		ND 307		ND 0206	
	BCA 1405A		ND 1306	Plain	Plain		ND 3			Plain		ND 1309		Plain	
Buick, Master	ND 7203	ND 7204		ND 1210		ND 8		ND 1310		ND 3720		ND 307		ND 0206	
	BCA 1405A		ND 1307	Plain	Plain		ND 7			Plain		ND 1310		Plain	
Cadillac	ND 1203	ND 1204		ND 1309	Hy 17989	Hy 16942		Bok 412-419		Bok 3720-375		ND 0211		ND 5309		
		ND 1407	Hy 17989		Bok 312-316		Bok 3720-375		None		ND 1409		
Case, JIC	ND 1203	Graph		Hy RA209	Plain	Hy 16828		Gil 3320-337		Gil 4320-435T		Gil 3520-355		Gil 312-322		Ros E48	
	ND 1203 [†]	ND 3209		ND 307	Plain	Plain		Gil 2320-235			None		Gil 412-419		Ros E48	
Case, Y	ND 1203	Graph		Hy RA209	Plain	Hy 16828		Bok 43-435R		Bok 37-375R		Bok 33-335R		Ros E48		
	ND 1203 [†]	ND 3209		ND 307	Plain	Plain		Bok 25-255		Bok 37-375R		None		Bok 43-449R		Ros E48	
Chandler	Plain		ND 1308	Plain	Plain		Tim 3320-337		ND 1310		Tim 3720-375		Tim 3320-335		Nic 4555	
	Plain		ND 1307	Plain	Plain		Tim 2320-2381V			None		Tim 4320-444		Nic 4555	
Chevrolet		ND 1207		ND 2		ND 1307		ND 0208		ND 305		
	ND 1203		ND 1306		ND 1			None		ND 1307		
Chrysler, 4-58	ND 1201		ND 1209	Plain	Hy 27992		Sha B50-250		ND 1308		Tim 354-358		ND 5307		Nic 4901	
	ND 1203	Nic 4937		ND 1306	Plain	Plain		Sha A755-744			None		Tim 1305		Nic 4901	
Chrysler, 6-70	ND 1201	Plain		ND 1209	Plain	Hy 27992		Tim 26283-26131		Tim 3420-3479T		Tim 29334-29177		Tim 26283-26126		Nic 4901	
	ND 1203	Nic 5015		ND 1307	Plain	Plain		Tim 1729-1755			None		Tim 43312-43131		Nic 4901	
Chrysler, 6-80	ND 1201	ND 1204		Hy SC209	Hy RA145	Hy RA145	
	ND 1203		ND 1307	Hy RA145	
Cleveland, 31	Nor E15	Plain		Faf 207	Plain	Plain		Tim 14274-14131		Tim 3120-3196T		Tim 333-334		Tim 2530-2558		Nic 4555	
	Nor 203	Comp		Faf 306	Plain	Plain		Tim 09194-09074			None		Tim 3120-3193		Nic 4555	
Cleveland, 43	ND E15	Plain		ND 1208	Plain	Plain		Tim 2720-2786		Tim 412-415T		Tim 354-358		Tim 3120-3193		Nic 4555	
	ND 1203	Comp		ND 1306	Plain	Plain		Tim 1730-1751			None		Tim 3470-3470		Nic 4555	
Cunningham	ND 1204	Gur 205		Gur 310	Hy 17989	Hy 16942		Tim 412-419		Tim 3720-375		Tim 452-462		Tim 53387-53162		Nic 4901	
	ND 1204	ND 3209		Gur 308D	Hy 01109	Hy 312-316		Tim 312-316		Tim 3720-375		Tim 452-462		Tim 53387-53162		Nic 4901	
Davis, 92	ND 1203	Bal 1205		ND 1209	Plain	Hy 27992		Tim 26283-26131		Tim 3320-3382T		Tim 3520-355		Tim 2520-2580		Ros E48	
	ND 1203 [†]		ND 1306	Plain	Plain		Tim 1729-1755			None		Tim 28316-28150		Ros E48	
Davis, 93	ND 1203	Bal 1205		ND 1209	Plain	Hy 27992		Tim 26283-26131		Tim 3320-3382T		Tim 3520-355		Tim 2520-2580		Ros 0123	
	Plain		ND 1306	Plain	Plain		Tim 1729-1755			None		Tim 28316-28150		Ros 0123	
Diana		ND 1209	Plain	Hy 27992		Tim 26283-26131		Tim 3320-3382T		Tim 3520-355		Tim 2520-2580W		Ros E48	
	ND 1203		ND 1306	Plain	Plain		Tim 1729-1755			None		Tim 3320-347		Ros E48	
Dodge Brothers	Nor 3168	Faf 304		Faf 207D	Hy 26972		Tim 2729-2788		Tim 414-422T		Tim 363-366		Tim 26283-26126		Nic 4892	
	Nor 205		Faf 308	Hy 26972		Tim 1730-1751			None		Tim 43312-43125		Nic 4892	
Duesenberg	ND 1204	Hy 01109		Hy 16945	Hy 17980	Hy 16945		SRB 308		SRB 310		SRB 310		SRB 308D		Ros E48	
	ND 1204 [†]	SRB 210		SRB 407	Hy 17980	Hy 17980		SRB 405			SRB 309D		SRB 309D		Ros E48	
duPont, D		Bal 209	Plain	Plain		Bok 337		Bok 435TR		Bok 0355-03520		Bok 322WR		
		Bal 307	Plain	Plain		Bok 235			None		Bok 419		
Elcar, 4-55	Plain		ND 1209	Plain	Plain		Tim 2720-2788		Tim 3320-3381T		Tim 354-358		ND 307		Ros E48	
	Graph		ND 1306	Plain	Plain		Tim 2320-236			None		ND 1305		Ros E48	
Elcar, 6-65	Plain		ND 1209	Plain	Plain		Tim 26283-26131		Tim 3320-3382T		Tim 284-290		Tim 43312-43125		Ros E48	
	Graph		ND 1306	Plain	Plain		Tim 1729-1755			Tim 3520-359SV*		Tim 21212-21087		Ros E48	
Elcar, 8-81	ND 1203	Plain		ND 1209	Plain	Hy 27992		Tim 2720-2788		Tim 432-435T		Tim 363-366		ND 307		Ros R123	
	ND 1203 [†]	Bal		ND 1306	Plain	Plain		Tim 1729-1755			None		ND 1407		Ros R123	
Essex	Faf 5115	Bal 1202		[HyNRA306]		Tim 2520-2554		Tim 412A-415T		Tim 3320-336		Tim 2620-2690		
	Faf 203D	Bal 0207		[HyNRA306]		Tim 2320-2382			None		Tim 3320-346		
Flint, B-60		ND 1206		Gil 14274-14118		Gil 3420-3196T		Gil 029334-029177		ND 306		Ros E48	
	Graph		ND 1306		Gil 01730-01755			None		ND 1308		Ros E48	
Flint, E-80																	

Used Cars Moving As Dealers Mark Prices to Bottom

BUFFALO, N. Y., Jan. 14.—More than the usual number of used car sales are being held at this time, it being the object of most dealers to clear their floors as much as possible to make room for new stock for spring delivery.

Yet, in spite of the sales that are being advertised and the extremely low prices made, used jobs are hard to move. In fact, there is not so much demand as there was during December.

As one dealer expressed it: "Most of us are glad to get out with our shirts on so far as used cars are concerned right now. We anticipate a very heavy new car year and something must be done to move the large stocks of old cars on hand. If we have to lose money on every job we might better do so and get the cars off our floors and the money in the bank. Used cars are frozen assets."

E. W. Van Stone Company reports a seasonal slackening just before the big automobile show. About thirty-five used jobs on hand, which is a normal stock.

Schneider Trapp Corporation recently advertised a low price sale and moved some cars, but the prices made were so low it could have been a miracle if there had not been an satisfactory response from the public, an official of the firm states. Stocks of this distributor are low and normal at present.

Nash North Park Company reports a fair used car sale following exceptionally good sales during November and December. Prices are very low.

Overland Knight reports fair sales. "We can always sell used jobs because we don't take them in unless they are in excellent shape or else bought at so low a price that we can junk them," an official of the company said. "Also, we put every new car in exceptionally fine condition before we offer it for sale, which means a growing confidence on the part of the public."

W. F. Groom Motor Corporation sold a number of used cars last week. This concern has been using full columns in local newspapers to describe its used car stock.

A. W. Hafle, Ford distributor, reports a slackening in used car sales for the first week in January.

ROCKFORD, ILL.

Rockford, Ill., Jan. 14.—Dealers throughout the northern Illinois district report a very active demand for used cars, despite the mid-winter season. The end of the first ten day period of the new year finds many local dealers with small stocks of used automobiles on hand.

C. W. Williams, Paige and Jewett distributor, entered the new year with a stock of twenty cars, and now has but six on his floor. He says, "We have talked to more used car prospects during the past ten days than in the entire month of December."

The Reo Rockford Auto Company sold eight used cars, with an average sale value of \$760 the first week of 1926. J. W. Holmes, manager of the local Reo agency, reports many inquiries from his used car advertising in the newspapers.

R. A. Herrington of the Keyt-Herrington Auto Company, Dodge Brothers dealer, says, "Our used car prospects are keeping pace with the demand for new cars. With the recent price reduction announcement of our factory our new car sales have been extraordinary."

A. C. Price Company says that calls for used cars are double the average for this time of the year, but that sales are about normal.

While most of the dealers here have depleted used car stocks, a few of the agencies have their normal large stocks of midwinter.

Dealers throughout the farming regions and smaller towns of this district find a lull in used car demand after a good fall business.

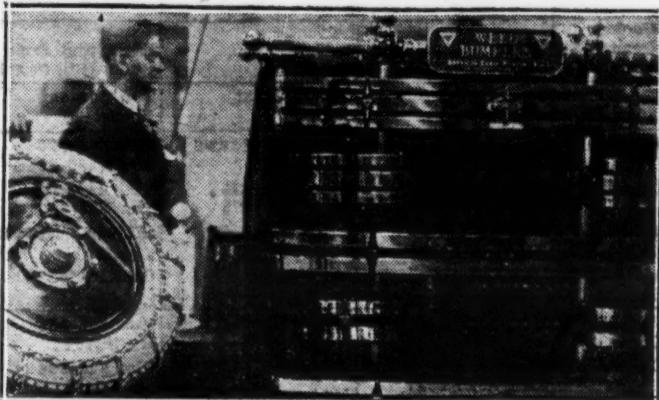
FIRESTONE WILL EQUIP WASH. STATE VEHICLES

Olympia, Wash., Jan. 14.—Contract for supplying both pneumatic and solid rubber tires to all motor vehicles operated by the state has been awarded to the Firestone Company, with distributing stations in Seattle, Tacoma and Spokane, according to announcement by the state purchasing department.

APELAND ON VACATION

Chicago, Jan. 14.—Knut Ape land, part owner of the Woodlawn Motor Car Sales and Service Company, Jewett, Paige and Pierce Arrow dealer, 6136 Cottage Grove Ave., is on the Pacific Coast for few weeks' rest with his wife and child.

WEED LINE SHOWN—The American Chain Company's booth at the Automobile Show, where general interest is occasioned by the attractive display of useful accessories. The line includes Weed chains and bumpers, Weed chain jacks, American towing chains, Weed levelizers, American spare tire chains and Campbell Hammerlock self-spreading cotter pins.



1926 Prospects Cheer Dealers

Harrisburg, Pa., Jan. 14. (U. T. P. S.)—Good business in 1925 and even better prospects for 1926 were the reports brought to this city by eighty-two motor car dealers throughout twenty-two counties of Pennsylvania, for which the Harrisburg Automobile Company is the wholesale distributor.

The dealers were guests of George G. McFarland, president of the local company, who entertained them at luncheon. A new model Reo sedan was on exhibition and explained by Ernest Stephens of the sales department of the Reo Automobile Company of Lansing, Mich.

Benjamin Enyon, chief of the bureau of registration of the Pennsylvania State Highway Department, and Cap. Wilson Price of the Pennsylvania motor patrol talked on co-operation between the dealers and the state Department.

Kansas City Finds Sales Increasing

Kansas City, Jan. 14.—The new year got away to a flying start on new car sales, dealers reporting business 40 to 50 per cent. better than a year ago.

Franklin S. Riley of the Studebaker Riley Company, Studebaker dealer, says the new year "started off with a bang." Sales are more than 50 per cent. better than this time a year ago. Prospects for record sales in the ordinarily dull season are excellent, he said.

The Memphis Motor Company, Oak-land-Marmon dealers, also is having sales that show a heavy increase over a year ago. The estimate was placed at from 25 to 50 per cent.

H. W. Ward, vice-president of the Reid-Ward Motor Company, Packard dealer, M. F. Hauserman, assistant sales manager of the Nash-Levy Motors, Nash-Ajax dealers, and Frank Warner of the Frank Warner Motor Company, Ford dealer, all report the new year starting out with increased sales and prospects.

CAPT. RICKENBACKER TO ADDRESS CAR OWNERS

Evansville, Ind., Jan. 14.—Captain E. V. Rickenbacker, vice-president and general manager of the Rickenbacker Motor Company, will visit here early in April to address the Rickenbacker owners' meeting, Edwin W. Aleon, manager of the local Rickenbacker distributorship, announced. Captain Rickenbacker will also address the local Kiwanis club while here.

DUNLOP TIRE CO. FIGHTS WASTE IN PRODUCTION

Buffalo, N. Y., Jan. 14.—All departments of the Dunlop Tire and Rubber Corporation have begun a campaign to eliminate waste in production.

"Launch a counter defensive against our old enemy—scrap," is the way the management puts it to the employees.

Last year great progress was made in this effort and it is expected that 1926 will see scrap materials in all departments reduced to a minimum.

Expend 1.35% On Advertising

Portland, Ore., Jan. 14.—Braley & Graham, Dodge distributors, spent 1.35 per cent. of their gross receipts for 1925 for advertising. This is not taking the factory appropriation into account. Thirty per cent. was spent advertising used cars, primarily in newspaper mediums, 27 per cent. in advertising new cars in outdoor mediums, 20 per cent. advertising new cars in the newspapers, 13 per cent. direct by mail advertising, and 10 per cent. service and parts and other miscellaneous advertising.

Sales stunts, salesmen's bonuses, etc., are charged to sales costs and not to advertising. In the aggregate, the advertising appropriation will be increased for 1926 on account of the factory contract, but taking into consideration the larger quota of cars which the Portland distributor will handle the amount which will have to be spent to move each car will no doubt be less in 1926 than the year just past.

recently compiled. Compared with the 25 per cent. increase in new car sales, which was the average of the first 11 months of the year, December showed an increase of several hundred per cent.

PAIGE ANNOUNCES MANY NEW DEALERS

Detroit, Jan. 14.—The Paige-Detroit Motor Car Company has appointed the following new dealers:

The B. Werner Motor Company, Norfolk, Neb.; New Day Motor Company, Council Bluffs, Ia.; Groves Brothers, Cloverdale, Cal.; Ross Swinger, Robinson, Ill.; Hemley & Greenberg, Coral, Mich.; Paige-Jewett Sales Company, South Norwalk, Conn.; T. F. Dreher, Ridgewood, N. J.; E. Miller, Atlanta, Ga.; George W. Anderson, Calexico, Cal.; Community Motors, Huntington Park, Cal.; Dixie Sales and Service, Covington, Ky.; Auto Laundry Company, Columbia, Mo.; Wall-Paige Jewett Company, Asheville, N. C.; L. F. Johnston, Willow Springs, N. C.; Paige-Jewett Auto Sales, Hamilton, Ohio; W. W. Letcher, Springhill, Nova Scotia; A. Brennenstuhl, Carlock, Ill.; John T. Maple, Fairburn, Ill.; W. E. Froehling, Gridley, Ill.; Highspire Garage, Highspire, Pa.; C. L. Ridman, Clyde, N. Y.; and C. C. Childs & Sons, Jacksonville, Texas.

AUTOMOBILE TRUNKS

Distributors and Dealers look over our new line at Booth D-27 at Automobile Show.

Dansville Trunk Corporation
Dansville, N. Y.



You will Want to See the New Rickenbacker

CA brand new series of luxurious body designs, embellished with exquisite interior appointments now identifies Rickenbacker as the smartest car of the new year.

CThese magnificent new bodies are fitted to the world-famous Rickenbacker chassis—the same as used by Cannon Ball Baker in which he established the longest list of road records ever made by one man with one make of car in one year.

CA combination of such artistic new body designs mounted on the Rickenbacker chassis offers you a motor car ensemble decidedly rare in value, beauty and performing ability. Available in both Sixes and Eights.

GARLAND AUTOMOBILE COMPANY, 43 W. 63rd St., New York City, N. Y.

GARLAND AUTOMOBILE CO.

EASTERN T. H. F. MOTORS, INC.

1294 Bedford Ave., Brooklyn, N. Y.

22 Elizabeth Ave., Newark, N. J.

E. F. CHEVALIER, West New York, N. J.

J. B. TEETSEL, Paterson, N. J.

PETER P. SMITH SALES CORP., Jersey City, N. J.

Rickenbacker
A CAR WORTHY OF ITS NAME

Bearings Used in the 1926 Passenger Cars

(Continued from Page 6)

Make and Model of Car	GEN- ERA- TOR	CLUTCH	TRANSMISSION			FRONT WHEELS	REAR WHEELS	DIFFERENTIAL	BEVEL PINION SHAFT	STEER- ING GEAR SHAFT
			Pilot	Main Shaft, Fr't	Counter Shaft, Fr't	Pocket Reverse Idler	Inner Outer	Inner Outer	Right and Left, Pinion Shaft Pilot	Front Rear
Kissel, 6 & 8 [‡]	ND 1201	Bal 1205	ND 1209	Plain	Hy 27992	Tim 3220-3381E	Tim 354-355	Tim 363-366	Tim 44348-44150	Ros E48
	ND 1203	...	ND 1306	Plain	Plain	Tim 2620-2687	...	Hy SC404	Tim 44348-44150	Ros E48
Lexington, 6-50	...	SRB 205	ND 1209	Plain	Hy 27992	Tim 26283-26131	Tim 3820-3382T	Tim 284-290	Tim 43312-43125	Ros E48
	...	Gur 210	ND 1306	Plain	Plain	Tim 1729-1755	...	Tim 3520-3955*	Tim 21212-21057	Ros E48
Lincoln	...	HB 1204	Hyatt	Hy 17980	Hy 16942	Tim 412-419	Tim 3720-375	Tim 454-462	Tim 432-439	...
	...	Plain	Hy 17980	Tim 312-316	Tim 3720-375	Tim 552-559*	Tim 532-539	...
Locomobile, Jr. 8	Nor 204	Plain	SRB 307	Plain	SRB 206	Gil 312-317	Gil 3326-3380T	Gil 029334-029177	SRB 306D	Ros E48
	Nor 204	Nic 5031	SRB 306	Plain	Plain	Gil 01730-0175	SRB 308	Ros E48
Locomobile, 90	ND 1202	Plain	SRB 210D	SRB 306	SRB 207	Rol 419-414	SRB 310	Gil 452-462T	SRB 309D	Ros E48
	ND 1203	SRB 209	SRB 307D	SRB 306	Plain	Rol 3120-3191	SRB 307	Ros E48
McFarlan, 8	ND 1203	Gur 1205	ND 1209	Plain	Hy 27992	Tim 3220-3381E	Tim 3552-354	Tim 363-366	Tim 44348-44150	Ros E48
	ND 1203 [‡]	Gur 211	ND 1306	Plain	Plain	Tim 2620-2687	...	Hy SC404	Tim 44348-44150	Ros E48
McFarlan, SV	ND 1203	Gur 1205	ND 1209	Plain	Hy 27992	Tim 3220-3381E	Tim 354-355	Tim 363-366	Tim 44348-44150	Ros E48
	ND 1203 [‡]	Gur 211	ND 1306	Plain	Plain	Tim 2620-2687	...	Hy SC404	Tim 44348-44150	Ros E48
McFarlan, TV	ND 1203	Gur 1205	Tim 11815	Tim 312	Tim 257	Tim 412-419	Tim 3720-375	Tim 452-462	Tim 53387-53162	Ros H48
	ND 1203 [‡]	Gur 211	Tim 333	Tim 312	Plain	Tim 312-316	Tim 3720-375	Hy 405	Tim 53387-53162	Ros H48
Marmon, 74	ND 1203	ND 206	ND 1209	Plain	Hy 16828	Tim 412-415V	ND 1311	SKF 1209A	Hy 16945	
	ND 1203 [‡]	ND 208	Hy 57026	Plain	Plain	Tim 2620-2687V	...	Hy 26056*	SKF 310	Bal
Moon, A	ND 1209	Plain	Plain	Tim 26283-26131	Tim 3820-3382T	Tim 3520-355	Tim 2520-2580W	Ros E48
	ND 1204	...	ND 1306	Plain	Plain	Tim 1729-1755	...	None	Tim 3320-347	Ros E48
Nash, Special	Plain	...	Rol	Plain	Plain	Rol	Rol	Rol	Rol	Nic 4901
	ND 1203	...	Rol	Plain	Plain	Rol	...	None	Rol	Nic 4901
Nash, Advanced	Plain	...	Rol	Plain	Plain	Rol	Rol	Rol	Rol	Nic 4901
	ND 1203	...	Rol	Plain	Plain	Rol	...	None	Rol	Nic 4901
Oakland, 6	Plain	...	ND 1207	ND 4	ND 1307	ND 0208	ND 306	ND 0206
	Plain	Nic 4945	ND 1306	ND 3	ND 1307	Plain
Oldsmobile, 6	ND 1207	Plain	Plain	ND 2	ND 1307	ND 0208	ND 306	Bal
	Plain	Graph	ND 1306	Plain	Plain	ND 1	ND 1304	...
Overland, 91	ND 1201	...	ND 1208	Tim 14274-14131	ND 1308	Tim 354-358	ND 406	...
	ND 1307	Tim 09194-09074
Overland, 93	ND 1201	...	ND 1208	Tim 2520-256	ND 1308	Tim 354-358	ND 306	...
	ND 1307	Tim 1730-1751	ND 1307	...
Packard, 6	Nor 202	...	Hy 16926	Hy 16942	Hy 16949	Tim 3220-337	Str 309	Tim 3520-359S	Tim 2720-2790	Nic 4901
	Plain	Bal 3210	SRB 307D	Hy 16942	...	Tim 2620-2687	...	None	Tim 432-447A	Nic 4901
Packard, 8	Nor 202	...	Rol	Hy 16942	Hy 16949	Tim 3220-3383	Str 310	Tim 454-462A	Gil 44225-44131	Nic 4901
	Plain	Bal 3210	SRB 307D	Hy 16942	...	Tim 2620-2687	...	None	Gil 48387-48162	Nic 4901
Paige	...	Hy 26954	ND 1209	Plain	Hy 27992	Tim 412-419	Nic 4901
	Nic 4703	ND 306	Plain	Plain	Plain	Tim 312-316	Nic 4901
Peerless, 80	...	ND 1205	Hy NRA 306	...	Hy RA135	Tim 26283-26131	Tim 3220-3382T	Tim 3520-355	Tim 2520-2580	Nic 4604
	...	ND 1306	Tim 1729-1755	...	None	Tim 3320-347	Nic 4604
Peerless, 72	Plain	ND 1205	ND 1309	ND 1306	...	Tim 3220-3381	Tim 354-355	Tim 363-366	Ek 44348-44150	Ros E48
	Plain	ND 1308	ND 1306	Tim 2620-2687	...	ND 1306	Bk 28256-28092	Ros E48
Peerless, 67	ND 1203	ND 1205	ND 1309	ND 1306	Hy 26972	Tim 412-419	Tim 3720-376	Tim 373-377	Tim 432-439	Ros E48
	ND 1203 [‡]	...	ND 1308	ND 1306	...	Tim 312-316	Tim 3120-3191	Ros E48
Pierce-Arrow, 80	ND 1203	ND 1205	Str 304	Str 305	Str 208	Tim 3520-3577	Tim 354-355V	Tim 363-366	Tim 44348-44150	Nic 4901
	ND 1203 [‡]	...	Str 307D	Str 306	Plain	Tim 2631-2687	...	Tim 13825-	Tim 44348-44150	Nic 4901
Pierce-Arrow, 33	ND 1203	HB 6305	HB 6208	HB 6307	Hy 16962	Tim 4320-438	Tim 5320-5358	HB 6212	HB 5308	ND 206
	ND 1204	HB 6210	HB 6308	HB 6307	Plain	Tim 312-315	HB 1111**	HB 6312*	HB 6409	...
Pontiac, 6	ND 1207	Plain	...	ND 2	ND 1307	ND 0208	ND 305	...
	ND 1203	...	ND 1306	Plain	...	ND 1	ND 1307	...
Reo, T-6	Nor 3168	Hy 16961	Hy 57996	Hy SRA 405	...	Tim 3530-355	Tim 29334-29177	Tim 3920-3982	Tim 3320-3382	...
	Nor 205	...	Hy 26825	Hy SRA 405	...	Tim 2330-2381	Tim 29334-29177	None	Tim 432-439	...
Rickenbacker, 6	ND E15	Bal 1204	ND 1209	Plain	Hy 27992	Bok 33-337R	Bok 3300-3368TR	Bok 03520-0355	Bok 25-255WR	Nic 4901
	ND L20	Bal	ND 1306	Plain	Plain	Bok 23-235R	...	None	Bok 33-337R	Nic 4901
Rickenbacker, 8	Nor E15	Bal 1204	ND 1209	Plain	Hy 27992	Bok 33-337R	Bok 3300-3357TR	Bok 03520-0355	Bok 31-322K	Nic 4901
	Nor L20	BCA 2656A	ND 1306	Plain	Plain	Bok 23-235R	...	None	Bok 41-419R	Nic 4901
Star, 4 & 6	Plain	Plain	RIV 1207	Tim 14274-14118	Tim 26283-26117	RIV 1208	Tim 2631-2689	Nic 4934
	Plain	Nic 4958	RIV 1206	Tim 09194-09074	...	None	Tim 312-319	Nic 4934
Stearns-Knight, S	ND 1202	Hy 27787	Gur 210	Hy 27799	Hy 16828	Tim 3320-3382	Tim 29334-29177	Tim 453-462	Tim 44348-44150	Ros E48
	ND 1203	...	ND 307	Hy 27799	Hy 26972	Tim 2620-2687	Tim 29334-29177	None	Tim 44348-44162	Ros E48
Stearns-Knight, C	ND 1202	Str 205	Gur 210	Hy 27799	Hy 16828	Tim 3320-3382	Tim 29334-29177	Tim 453-462	Tim 44348-44150	Ros E48
	ND 1203	...	ND 307	Hy 27799	Hy 26972	Tim 2620-2687	Tim 29334-29177	None	Tim 44348-44162	Ros E48
Studebaker, Stand.	ND 1201	SRB 1205	SRB 1307	Bok 02729-02785	Bok 03320-03381T	Bok 0363-0366	Bok 043312-043125	Nic 4555
	ND 1203	Nic 5021	SRB 207	Bok 01729-01751	...	None	Bok 043312-043131	Nic 4555
Studebaker, Special & Big	ND 1201	SRB 1205	Bal 1308	Tim 3331-3381	Tim 432-435T	Tim 363-366	Tim 44348-44143	Nic 4555
	ND 1203	Nic 5021	Bal 308	Tim 2631-2687	...	None	Tim 44348-44150	Nic 4555
Velie, 60	ND 1201	Str 204	Str 208	Plain	Plain	Tim 312-325	Tim 3320-3377T	Tim 3520-355	Tim 2520-2580W	Ros E48
	ND 1203	Plain	Str 306	Plain	...	Tim 2320-2381	...	None	Tim 3320-347	Ros E48

CANADIAN TIRE DEALERS ASK AID

Resolutions Against the Price Cuts Offered To Rubber Assn.

Montreal, Jan. 14.—The members of the Canadian Rubber Association considered a set of resolutions passed at a conference of the retail tire dealers and accessory men with representatives of the Canadian Retail Merchants' Association, in connection with the movement to organize the tire dealers into a solid phalanx against price reduction.

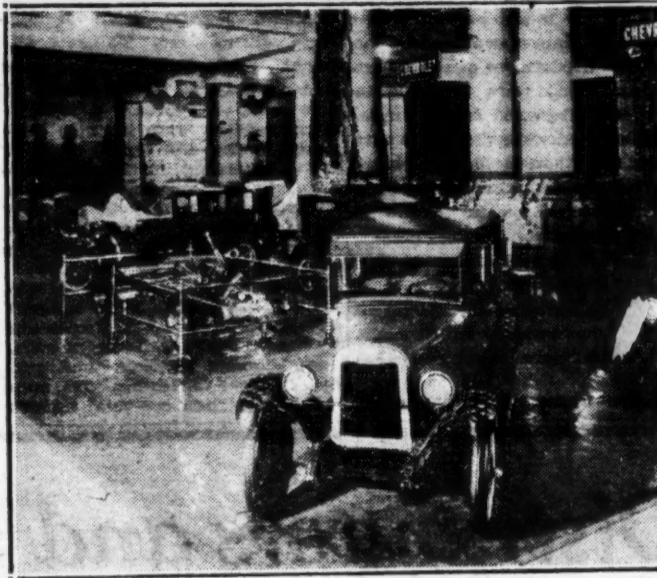
The resolutions ask the manufacturers to fix the price at which the retailer must sell, and when these prices are cut, that he be stricken from the list of dealers. The experience of the manufacturers has been that where there has been any attempt at fixing prices for the retailers these prices have been the basis of violent competition from manufacturing sources, sometimes foreign competition.

The manufacturers have looked with a sympathetic eye on the proceedings where they can assist the retail dealers to do business in a legitimate way, but they shy at any suggestion that would practically turn their business over to dealers who have difficulty in running their own.

There is also some antipathy to the efforts of President Crowder of Vancouver, who is the moving spirit in the endeavor, and the association is more or less split between the elements who support E. M. Trowern, who for years had been the leading spirit in the association and who was defeated by J. Crowder of Vancouver a few months ago.

All that the manufacturing interests are willing to promise is "that they will consider the proposition and reply to the association in due course."

CHEVROLETS IN EVIDENCE! Prominent among the displays at the National Automobile Show in the Grand Central Palace, New York, is the exhibition of the line of Chevrolets, a glimpse of which is shown below.



Rubber Plants in Akron Busy in '25

Akron, O., Jan. 14.—The prosperity of the Akron rubber plants in the first ten months of 1925 was very high, according to an article in the Monthly Business Review of the Federal Reserve Bank of Cleveland.

The sales of the rubber companies in the Akron district show an increase of about 30 per cent. over the same period of last year. In fact there were some cases where sales were better than for

the first ten months of any preceding year.

While this increased output is rather large, it has not resulted in overproduction, according to the review, but was caused by an unusually large demand. In the case of inner tubes, though these sales slumped in October and fell below the figures of the previous year, nevertheless the production of tubes for the first ten months of 1925 were well ahead of that of 1924.

This same article estimates that the present capacity of the reclaiming plants is now about 400,000,000 pounds a year, as compared with 170,000,000 in 1924. It is thought that this expansion has been a factor in the 10-cent drop in the price of crude rubber which took place last month.

SEVERAL NEW YORKERS HEAD NEW BUS CO

Springfield, O., Jan. 14 (U. T. P. S.)—C. C. Jamieson, a manufacturer of New York, has been elected chairman of the board of directors of the American Bus and Truck Company, formed to take over the plant and assets of the Kelly-Springfield Motor Truck Company. Other members of the board are R. D. Scott, vice-president of the Chemical National Bank, New York; H. E. Freeman, president of the American Trust and Savings Bank, Springfield; Walter Kutzleb of Morgan & Livermore, New York, and H. W. Torney, engineer of New York.

FREE A Latest Velie Closed Model

To the Person Who Gives It the Best Name

This entirely different and interesting creation is now being exhibited at the Automobile Show.

See The Aristocrat At Space B7
Suggest a Name for It

For the best name, we will give a duplicate of the show model, fully equipped.

—A Better type of Car Design.

A very different and original combination of Beauty, Performance and Dependability.

Study the New Non-Vibration Motor

Possessed of remarkably increased Power, Speed and Acceleration, while retaining the unequalled flexibility, quietness and long life for which the Velie has long been noted. It is absolutely vibrationless.

Come in and meet us.

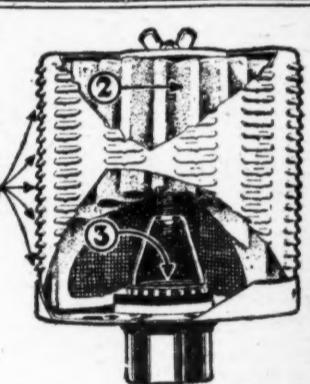
CRAM'S SERVICES

Incorporated
Buhl Building
DETROIT

Should two or more persons submit the name selected as best, each will receive a car identical with that offered. Answers must be received by March 31.

Velie Motors Corporation
Moline, Ill.

VELIE



1 Air enters large number of small openings in outer shell at low velocity, so the coarse particles of dust are separated by gravity.

2 Specially constructed filtering material, chemically treated, removes even the finest (those that cause wear) particles of dust, but readily permits air to pass through.

3 Pure, clean FILTERED warm air passes through this outlet to carburetor and motor, the fine dust (the cause of wear) entirely removed.

The Test Tells!

There is only one way to actually test air cleaners and air filters.

Put the device in a box entirely surrounded by fine dust and draw air through it. When this is done, it will be seen readily that

99⁹/₁₀ EFFICIENT PROTECTOMOTOR 99⁹/₁₀ EFFICIENT
REG. U. S. PAT. OFF.
Perfect Positive Protection

World's Greatest Motor Necessity

separates all the dust, whether high speed or low speed, while other devices acting on the centrifugal or inertia principle permit most of the fine dust to pass through.

Protectomotor is Standard Equipment with and Recommended by these Manufacturers:

Acme Motor Truck Company
American LaFrance Fire Engine Co.
Austin (France)
Bain Spray Pump Company
Brown Hoisting Machinery Co.
Bucyrus Company
J. I. Case Threshing Machine Company

Chicago Pneumatic Tool Co.
Clark Tractor Co.
Corbitt Motor Truck Company
Curtis Mfg. Company
Elgin Street Sweeper Co.
Fageol Motor Company
Fiat (Italy)

General Motors Truck Company
Holt Manufacturing Company
Ideal Power Lawn Mower Co.
Ingersoll-Rand Company
International Harvester Co.
International Motor Co.
LeRoi Company

Mack Truck Company
Memorine Motor Truck Co.
Novo Engine Company
Pierce-Arrow Motor Car Co.
G. S. Schacht Motor Truck Co.
Sullivan Machinery Co.
Yellow Truck & Coach Mfg. Company

Dealers everywhere are making more money and winning more customers by equipping the cars they sell with Protectomotors. Write today for discounts.

SOME GOOD TERRITORY STILL AVAILABLE FOR DISTRIBUTORS

STAYNEW FILTER CORPORATION, ROCHESTER, N. Y.

See our exhibit at the Hotel Commodore for proof of statements in this advertisement

TRUCK OWNERS IN KENTUCKY TO MEET FOR LEGISLATION

Frankfort, Ky., Jan. 14.—Preparing for the big battle that will be waged in the Legislature here this year, with the governor and the state administration on one side and the Kentucky truck owners on the other side, the truckmen will meet in conference in Louisville on January 16, at which time the line of battle will be drawn up and plans for the campaign laid.

The automobile owners in Kentucky feel that they are being taxed to death. They welcome constructive legislation, but they want to know who is going to spend the money before it is paid over in additional taxes and licenses.

Many subjects will be discussed at this conference, but nothing more important than the tax question. Leaders among the truckmen are appealing for support, in part, as follows:

"The owner of the commercial motor vehicle must protect his investment of thousands of dollars by demanding such taxation, regulation and restriction that does not destroy the usefulness of his motor truck equipment from an economic standpoint, and retards its development.

"The Kentucky Legislature is now in session, the Highway Board urges changes of road laws, revising license fees charged commercial trucks, the fixing of penalties for overloaded trucks on the state maintained roads. These are the very things needed. The present load limit law must be changed and this meeting will present a practical protective law; gasoline tax is an important item and advisability of a straight gasoline tax with nominal registration fee will be discussed and action taken. State regulation of commercial trucks, putting them under commission rule, is proposed by the governor.

"This conference will attempt to bring the truck owner, State highway Commission, state highway engineer, and other state officials together to a closer understanding and assist for the mutual benefit of proposed legislation."

SPICER MANUFACTURING CUSHION DISK COUPLING

New York, Jan. 14.—A flexible coupling for motor cars that is known as the Snead cushion drive is now being manufactured by the Spicer Manufacturing Corporation at its South Plainfield, N. J., plant, under the name of the Spicer cushion disk coupling.

It is made in two types, one using the usual flat disks, and a new style, using the Spicer-Goodrich longlife disks, which are said to be extremely flexible and durable.

HALVOR HANEORG, official delegate of the Royal Norwegian Automobile Club to the Second World Motor Transport Congress in New York this week. He is a member of the staff of the Staynew Filter Corporation, Rochester, N. Y.



WHITE DUMP TRUCK HAS NEW FEATURES

Cleveland, Jan. 14.—Features incorporated by the White Company in its new heavy duty model 52D dump truck have been explained by officials here in conjunction with the first announcement of this latest addition to their line.

The new White has an auxiliary transmission, affording the equivalent of five speeds, giving extra low-gear pulling power for hill climbing and getting out of holes and mire; a new dumping mechanism and tapered dump body; an improved and patented oil system, and the White double reduction gear drive.

Other new features announced as included in the new model include a sturdy tubular-type radiator, spring cradle on the frames; a wide steel bumper, heavier and yet easier working steering gear, air-tempered regulator which saves fuel and adds to engine efficiency, heavy springs, reinforced frame of chrome nickel steel and brakes of special metal, which assure quick and certain stopping and long brake life.

The mechanism which operates the dump hoist is incorporated in the same case with the auxiliary transmission. The body is raised by gear drive to an angle of more than 50 degrees. The body is so mounted that the load is dumped clear of the truck. A double-acting tall gate and low side facilitate easy loading and dumping.

Velie Motors Corporation was established in 1908. It is one of the few pioneer automobile companies still headed by the man who founded it.

49 Makes of Cars at the Auto Show

37 Are equipped with timing front end chains

By far the greater majority of these use Morse Silent Chains

Headquarters—Suite 1000 Commodore Hotel

MORSE
GENUINE SILENT CHAINS

Europe's Auto Industry Dwarf Beside America's

New York, Jan. 14.—The immensity of the American automobile industry might be better appreciated if figures compiled by the statistical department of the Dodge Brothers, Inc., were available to every one interested in the trade. That Dodge alone makes more cars in a month than Germany does in a year gives an inkling of the long lead the United States holds over foreign competitors in the automotive field. Dodge officials attending the show point out.

The Dodge statistical department presents comparisons which make production figures seem really interesting.

Dodge Brothers produced during

1925 three and one-fifth times as many motor cars as were built in England, Ireland, Scotland and Wales during 1924. To use a different method of comparison, Dodge Brothers had produced at 3:25 p. m. on February 4, 1925, as many cars as were built in Germany during the whole year of 1924, according to figures published by the National Automobile Chamber of Commerce. Early in the morning of February 28 Dodge Brothers production passed the mark set by Italy for 1924.

Another interesting way of visualizing production is to compare with the total number of cars and trucks in use in well-known countries. Dodge Brothers had produced before Christmas, 1925, more motor cars than the total number

AUTO SHOW
10 A.M. to 10:30 P.M.
adm. 75¢
GRAND CENTRAL PALACE

Distributors and Dealers—

Before you leave the show

Come to the ELCAR space and talk with the factory executives who are always on hand there. We want you to do it whether or not you are interested in a contract for 1926. We assure you there will be no "heavy solicitation," no effort to make you alter a decision already made, or to urge you to make one without ample investigation and consideration.

What we want is to show you and tell you about the new ELCAR Eight-in-line—not as salesmen but as builders proud of their product. We want you to know that when you meet an ELCAR on the road you meet a thoroughbred, built as honestly and soundly as ever a motor car was built.

Again let us say that accepting this invitation does not entail listening to high-pressure sales talk. It is just a suggestion that you come and see a fine car and talk a bit of shop with men who like to talk it.



8-81

SPACE B-1

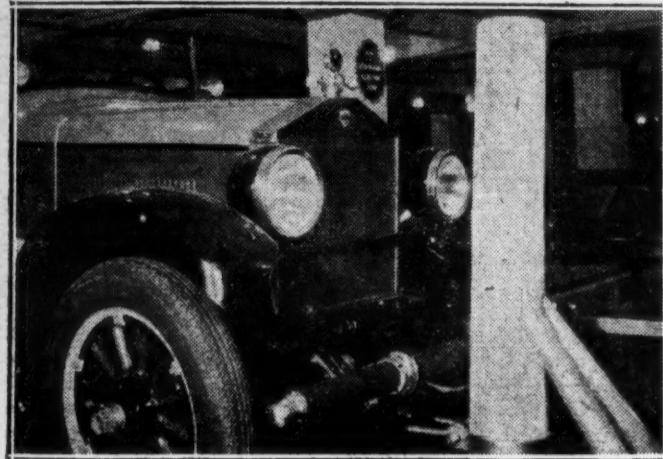
Grand
Central
Palace

Elcar Motor Company
Elkhart, Indiana

Builders of Fine Vehicles Since 1873.

ELCAR
A WELL BUILT CAR.

NOW THE BALLOON BUMPER, as further equipment to the new models in automobiles, is offered to the motoring public. The exhibit of this bumper at the show by the Automobile Equipment Manufacturing Corporation of Chicago demonstrates its qualities by active collisions with a post.



Accessory Men Report Healthy Increase in Sales

BOSTON, Jan. 14 (U. T. P. S.)—Another change of weather with chameleon-like rapidity during the week had the natural effect of making last week a satisfactory one in the retail accessory and parts field here.

A great many dealers or their representatives are at the New York show this week and it is there they will decide concerning stocking up for the business that will come to them from the Boston show, scheduled to open here March 6. This will be especially true as pertains to new accessories and parts or improved articles.

As far as standard goods are concerned dealers are carrying better than normal stocks for this time of year. An unusually good fall business lasting through until the present time and including a remarkably good Christmas season has caused most dealers to keep well stocked.

Tire chains were big sellers last week. Windshield wipers sprang into the lead with a fall of heavy, sticky snow on Saturday. One dealer here is selling windshield wipers to motormen. These men are paying for them out of their own pocket for their own safety and comfort, while the road officials are considering equipping all cars with this equipment. The Legislature also is said to be considering the matter of making the street railways equip trolley cars with these wipers, and there is a bill now pending to make it compulsory for motor cars to be so equipped.

It was a very good battery week. Individual links for tire chains were good sellers. There was much activity on glass-in-work and rear bumpers. The first heavy snow fall of the winter sent many cars to shops for painting and overhauling.

Ford dealers are expecting much business in parts and accessories sales this week as a result of the National Show week of the Ford Motor Company, which is being observed by every dealer here.

Sales Improve as Month Advances

Chicago, Jan. 14.—Sales of accessories of all kinds during the week just ended show a substantial increase over the preceding week, and have risen above the point set during the same period last year, dealers here report.

"All our accessories lines are moving much better than they have in the past two weeks," said H. M. Behan, sales manager of the Chicago Auto Equipment Company. "With the latest spell of cold weather, accessories that are necessary for winter driving, skid chains, radiator covers and hoods, robes, spot lights, heaters and alcohol burners, have shown a surprising activity, and have climbed above the point reached last week. Other motor car accessories, such as clocks, windshield wipers, driving gloves, lamps, wrench sets, etc., are also moving well, and we

Announce New Pump for Fords

Buffalo, N. Y., Jan. 14.—The Irving Engineering Company, Inc., of this city, is announcing to the trade the perfection of a new water pump for Ford cars. It will be known as the Irving Water Pump for Fords.

The new pump is designed to assure active circulation of water to all parts of the cooling system, it is stated. Its features include a pump body of generous size, a brass impeller, a special oil groove, ground shaft and a pulley threaded on without the use of set screws.

This makes the second water pump the Irving Engineering Company, Inc., has placed on the market, the other being the M & K pump.

This company also manufactures the Irving Arctic Radiator Shutter, a winter accessory operated by a positive control on the steering post or dash.

The Irving Company also reports sales brisk on its entire line, sales for the present season showing nearly 100 per cent. increase over any previous period.

feel that we are entering on the first period of a very prosperous year."

This optimism is echoed by the Chicago Auto Supply House, which reports an increase in volume of work of approximately 10 per cent. over the week before last. We find that seasonable accessories are selling best, but all lines are showing more activities than they have for some time," stated E. W. Wilking, purchasing and sales manager of the company. "I believe that sales will keep up to the standard set during the past week, and that real business of 1926 has started."

An increase of about 20 per cent. over the same week of 1925 is reported by the Universal Automotive Supply Company in commenting on sales for the past week. "We have found that by concentrating on one line of accessories each day, and attempting to sell every customer who enters the store, our sales have pulled up very well," stated the sales manager of the company. "For example, one day we will have a special price on chains, and our salesmen strive to sell chains to every accessories buyer on that day. Another day it may be robes, or alcohol, or some such seasonable accessory, and, aided by advertising, we find that we get very good results."

AUTOMOBILE SALESMANSHIP

Today!  *Automobile Business Bureau*
Fifth Building New York

Parts Business Holds Steady

Topeka, Kan., Jan. 14.—In volume of business there is very little seasonal or other change in the sale of replacement parts, local dealers, jobbers and wholesalers declare. There is, however, a seasonal demand for certain items carried in stock, and right now the demand is for motor parts.

This is the season of the year when the garages are taking on the engine overhaul jobs and it's piston rings, pins, crankshaft arms, etc., that are being ordered, dealers claim. Right now there is an extra demand for vulcanizing and tire equipment from shops in anticipation of a bigger tire repair business following the increase in rubber prices expected.

"We are trying to avoid the use of the word 'replacement' in connection with parts," said Frank Southwick of the Southwick Auto Supply Company. "We would rather have them called service parts and avoid the possible idea in the mind of the buyer that we are substituting for the genuine authorized parts they want."

"It's radiators and engine parts that are going right now," said John Capper of the Capper Auto Supply Co. "The advent of zero weather has helped what would have been a poor week's business."

"We have a rather small stock right now as compared with a month ago," said Paul Kinkie of the W. A. L. Thompson Hardware Company.

LOWELL ACCESSORY DEALERS ORGANIZE

Lowell, Mass., Jan. 14 (U. T. P. S.)—The Lowell accessory dealers will meet tonight to perfect an organization for their common welfare. At a recent gathering the association idea was adopted and at tonight's meeting officers will be elected and a name given to the organization, following which a char-

ter will be sought from the state.

The association is composed of dealers in parts, tires, gasoline, batteries and radio supplies. It will be modeled along the idea of the Lowell Automobile Dealers Association, which is a live organization and which will put on an automobile show here this month.

A number of dealers in the city will be members of both organizations.

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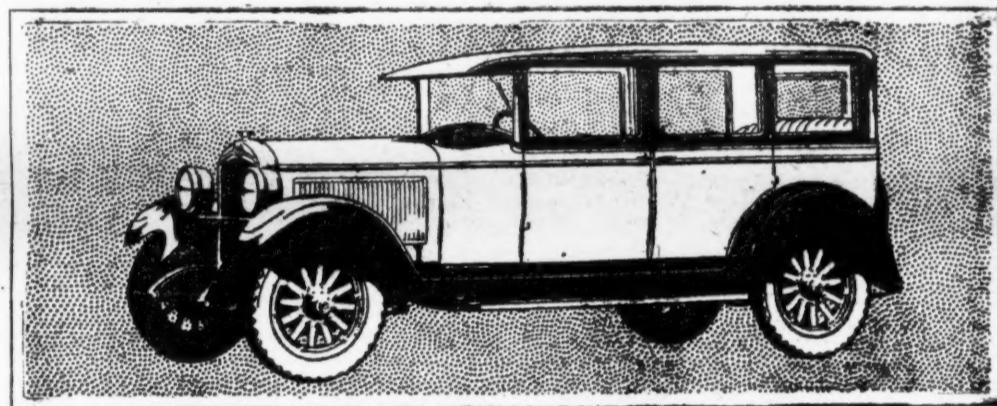
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TREMENDOUS SAVING IN RUBBER

Can Be Made By Keeping Your Wheels In Proper Alignment

Do you know that a 30-inch wheel out of alignment only one little inch will actually be dragged sideways 174 feet in every mile. Think of the destruction. Balloon tires need more attention than high pressure tires. Many manufacturers are changing their specifications on balloon tire equipment. Our new information chart, right up to date, showing specifications on both high pressure and balloon tire equipment, is now ready. This chart is very valuable and is furnished free with each Bear Automatic Wheel Aligner, or it may be obtained by writing direct to the Bear Manufacturing Company, Rock Island, Illinois.

THE NEW SIX-CYLINDER HUPMOBILE



Study the Sixes—Then Back to the Hupmobile

Study all the sixes if you care to—brilliant superiority of performance will irresistibly draw you back to the Hupmobile.

The New HUPMOBILE SIX

NEW SERIES HUPMOBILE EIGHT—There is not an eight power plant in existence more soundly engineered; nor a performance program which can surpass it

Now on Display at the Automobile Show and by Hupmobile Dealers

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Federal Regulation May Strangle Motor Transport Development

By THEODORE D. PRATT

General Manager Motor Truck Association of America

THE end of the first quarter of the twentieth century brings sharply into the foreground what is to most people a new problem—that of mechanically driven free wheel transportation of passengers and freight.

While we of this generation consider it a new problem, it really is not. It is only the revival of a problem with which our ancestors of an even century ago were wrestling.

In 1924 the first practical steam passenger coach was placed on the highways of England.

By 1830 quite a few of these were in use on regular runs. In the decade between 1830 and 1840 everything looked as though the real automobile had at last arrived. Numerous able and enthusiastic engineers were engaged in designing automobiles to use as stage coaches. A speed of twenty miles an hour was attained. Capital was beginning to be interested. Regular service was beginning to be established in several localities and had conditions continued favorable, automobiles equal or almost equal mechanically to the steamers of the early twentieth century would probably have been perfected by 1850 or 1860.

However, hostile laws were already being passed in 1830 at the instance of horse breeders and other vested interests. Other laws were added to stifle the rising industry up to 1840. By this time the desired effect had been secured and the art of automobile designing had been effectively killed in the British Isles. Speeds were limited to four miles per hour and the owners were obliged to have a man on foot proceed the vehicle, and carry a red flag by day and a red lantern by night.

Had not this rising industry been throttled by restrictive legislation it is not at all improbable that the Civil War would have been fought with steam automobiles for transport.

The time has not yet arrived, to either throttle, as was done a century ago, or to attempt to stabilize the business of long distance or interstate motor freight transportation by restrictive legislation. In the first place it is not a great enough factor to need restricting or "stabilizing" as the proponents of regulation term it, at present. Economics or finances will take care of that for the time being. In the second place it has not developed sufficiently far for any one to tell exactly the course it is going to take—and unless given a free hand for a further time, the development may well be checked, as it was in its original inception in England about 100 years ago.

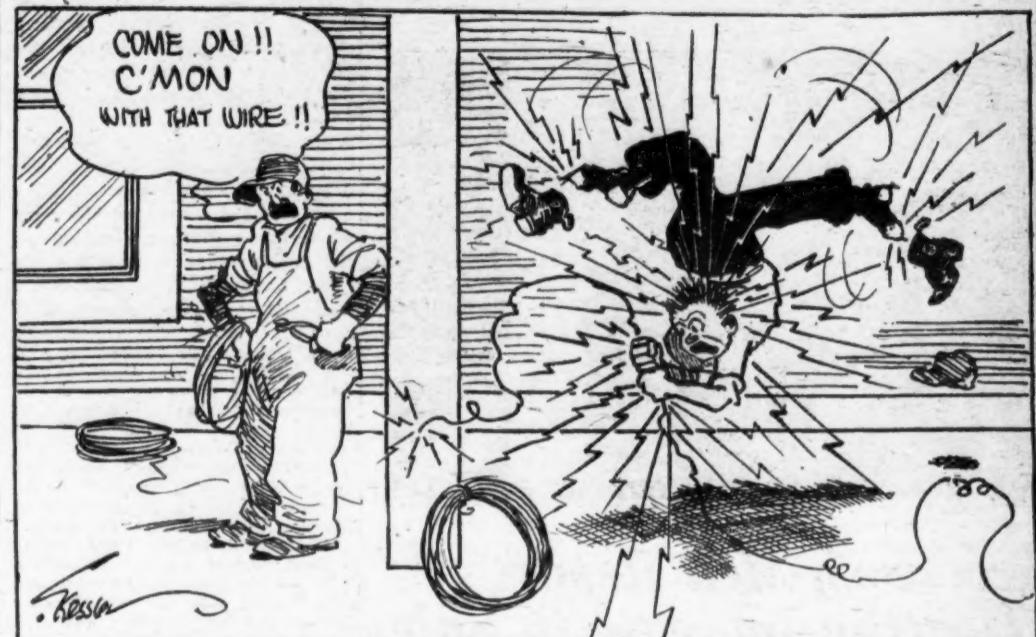
There is another factor worthy of serious consideration, which is its eventual dovetailing into the present steam railroad plan of operation. There is no question but that the railroads should use the motor truck to a much greater extent than they do now. It can both feed to and distribute from the main lines. Properly applied, it can go far toward solving terminal congestion, and the carrying of local, l. c. l. freight, and turn an admitted loss in the two latter phases into a profit.

The railroads—steam and electric—or their subsidiaries may be the largest purchasers of motor vehicle equipment in the next five years, and their application of this quick, flexible, carrier is going to be greatly restricted if hampered by many regulatory laws, certificates of convenience and necessity, and particularly such things as requiring certificates every time they wish to mobilize trucks to take care of peak or emergency conditions.

At present they can rush cars by the hundreds to the Midwest to take care of grain, or to the South to handle cotton, both being seasonable products. Imagine the conditions if they had to get certificates from the various states every

Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



FREDERIC E. MOSKOVICS, PRESIDENT OF THE STUTZ MOTOR CAR CO., STARTED PICKING UP LIVE WIRES WHEN HE WORKED HIS WAY THROUGH ARMOUR INSTITUTE IN CHICAGO AS AN ELECTRICIAN'S HELPER.

TACOMA DEALERS WILL SEEK FREIGHT REFUND

Tacoma, Wash., Jan. 14.—Decision of Federal Judge Wolverton in United States' District Court at Portland, Ore., upholding the right of twenty-five Portland automobile companies to refund overcharges on rail shipments of automobiles between July 1, 1922, and November 1, 1923, has opened the way for Tacoma dealers to obtain similar refunds, provided they have protected themselves by filing their overcharge claims with the Interstate Commerce Commission at Washington, D. C., according to Jay W. McCune, secretary of the traffic bureau of the Tacoma Chamber of Commerce.

MOTOR COACH CONTRACTS

Dallas, Texas, Jan. 14.—Contract for seven Graham Bros. motor coaches, to be put in service to augment the Dallas street car system, has been awarded the Perry Motor Company, Dallas Dodge and Graham dealers. The coaches will be specially equipped and will have a carrying capacity of twenty-one passengers.

The Observer

Will you have a job in 1926?

This question is the one nearest to the heart of the average citizen.

The ghost of unemployment hovers near every hearthstone except where the family has independent means or a business of its own.

We have not yet learned to do away entirely with fluctuations in the need for labor.

But the automobile business is helping to stabilize the situation.

The automobile business gives employment to over 3,000,000 persons, and, accordingly, provides the bread and butter for about one-tenth of the population.

Automobile merchants will do well to drive that fact home, to talk about it to their customers.

Actually its influence is prob-

time they had to do this. Yet similar conditions could obtain should a freight station at some large terminal be suddenly destroyed or a main line bridge collapse, and some one try to rush motor trucks into the area for relief, provided certificates were required. Motor trucks are not serious competitors of the railroads at present and undoubtedly never will be.

To quote from Secretary of Interior William M. Jardine:

"One thing we know very definitely—there is no basis for the fear that the motor truck is going to compete seriously with the railroads. The facts we have found in all our surveys are sufficient to convince me. The truck has found its place in the short haul, and it is not taking over any business that the railroads can do as well or better."

Mr. McDonald, chief of the Bureau of Public Roads, also says:

"The Bureau of Public Roads has looked into that question, and finds that just 4.3 per cent. of the mileage abandoned since 1920 can properly be attributed to highway competition." This amount to only 105 miles.

The interests opposed to the development of mechanically propelled free wheel transportation won a signal victory in the early part of the last century, and retarded the development of the automobile for about three-quarters of a century.

Are we going to repeat the experience of England in our treatment of the motor driven bus and truck?

The necessity for interstate regulation of motor carriers of freight does not exist, and until it does exist the motor freight carriers should be left to work out their own destiny.

ably more far reaching than stated here, because prosperity on the part of a leading business has a healthy effect on trade, whether such trade is directly connected or not.

It has long been recognized that agriculture, employing 6,000,000 persons, is a basic factor in our national economics.

The same holds true for the automobile business.

The factories making cars and trucks employ around 350,000.

The parts and accessory plants require more than 300,000 additional workers.

There are fully 115,000 in the tire factories.

One hundred and eighty-one thousand dealers and salesmen merchandise the cars and trucks.

One hundred and thirty-five thousand employees sell the accessories and supplies.

There are 750,000 professional truck drivers.

There are 226,000 persons engaged in making plate glass, copper, paint and other products needed in the manufacture of motor products.

This list is augmented by oil and refinery workers.

By those employed in finance companies.

By garage employees.

By private car chauffeurs.

Wages vary vastly, in accordance with the job.

If one assumes an average of \$1,500 per year, this makes a total payroll of more than \$4,500,000,000.

These persons are patrons of the grocer.

Of the landlord.

Of the savings bank.

Of the music store.

Those who think that the motor business is taking trade away from them should keep this pay-roll in mind.

The automobile industry is one of the largest wealth producers in the country, and the automobile merchant is one of the biggest business factors in his city.

OVERPRODUCTION SEEN THIS YEAR

Buyers for Big Output Impossible to Find, Says E. L. Cord

New York, Jan. 14.—"The American automobile market is not big enough for every manufacturer and quotas claimed for 1926 production."



This statement was made by E. L. Cord, vice-president and general manager of the Auburn Automobile Company, in an announcement of his impressions of the prospects for the automotive industry for this year. Mr. Cord is in New York for the 1926 show.

"The very fact that manufacturers have continued to preach the most favorable outlook in our history and 'never have we entering such a prosperous appearing period,' and other similar philosophical propaganda, directly in the face of announcements that between five and six million automobiles will be built in 1926, is preposterous, because these same manufacturers will find it impossible to find that many buyers," he adds.

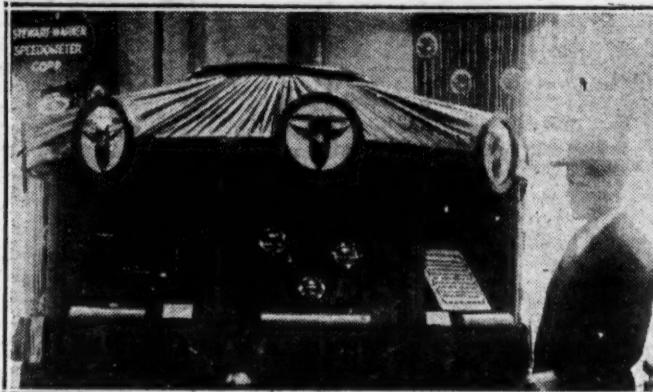
Cord believes that through the present policy of imitating the successful manufacturers in the industry the remaining makers are simply running themselves out of existence in attempting to keep pace with the leaders, a fact that will result, he predicts, in the manufacture of thousands of automobiles for domestic purchase that will remain unsold because of the absence of a market.

"Automobile manufacturers are not unlike a flock of sheep, in that they tend to emulate the success of one or more outstanding companies," he says.

"Henry Ford built a fortune and a great business on price. Necessarily, other manufacturers, like the proverbial sheep and their leader, tried to emulate Ford. Factory production methods were completely revised by these manufacturers, in the hope that lessened price would do for them what it had done for Ford. The majority of these have actively passed out of the picture, with the result that only a small percentage remain to offer a vestige of competition with the Detroit manufacturer.

"Manufacturers in the automobile industry plan to exceed 1925's production by at least a million cars in 1926. There are not sufficient people in America to buy this increased number of automobiles unless these manufacturers take away Ford's business and that of Hudson-Essex. 'In our judgment, this second

AT THE STEWART-WARNER EXHIBIT—This revolving stand occupies the center of the Stewart-Warner Speedometer Corporation's booth at the show. It displays to advantage some of the principal products of the company's line.



Continental to Enter Aviation Motor Field

Detroit, Jan. 14.—Continental Motors Corporation expects to be producing aviation engines in a few months. It owns patent rights on a new motor "ideally adapted to aircraft work," according to Ross W. Judson, president.

"In the last analysis, the aviation motor should be manufactured for so much a pound," Mr. Judson said. "There is no question that the motors of today are too high in price. Our company has never engaged in the manufacture of specialties. We have a large research laboratory in which our engineers co-operate with our customers in the design and manufacture of automobile engines. This laboratory has been at work for years studying development of the aviation engine, and we are now ready to enter that field."

"In 1925 up to October 1, 400 aviation engines were manufactured. I believe 2,500 aviation engines will be manufactured in 1926. There are now thirty-nine companies making aviation engines."

class of manufacturers headed by Hudson-Essex will become the real competitors of Ford, because they are building better performance with about the same quality and at a slightly higher price.

"This unusual trend, with manufacturers tending to build lighter and lighter cars for less and less money, has been unusually favorable to motor cars of the Auburn class. Many of our former competitors have completely dropped from sight, having been absorbed in the wholesale price-reduction program.

"Auburn has all the facilities for a trebled output in 1926, and in 1925 we filled only 40 per cent. of our orders."

SIX-WHEEL BUSES

Washington, Jan. 14.—Six-wheel buses will be produced in Canada by the National Steel Car Manufacturing Company, the Department of Commerce has been advised. The company also will produce de luxe bodies for the chassis it is assembling. Construction of the first buses is now under way and it is expected that they will be completed this month.

Studebaker Corp. Will Honor Vet. Employees

South Bend, Ind., Jan. 14.—Veteran employees of the Studebaker Corporation of America will be honored by a policy of corporation in naming plant gates and streets inside the factory grounds after old employees. Eight gates and ten streets will carry names of employees. With but three exceptions the men proposed for honor are still living. Several are still actively engaged in plants they helped to build.

Ninety employees who have served the corporation twenty years or more, and who are past 60 years old, are on the Studebaker pension list. Many veterans in the body plants are working side by side with their sons today, and it is to honor such long-time employees who have done most for Studebaker Corporation that the policy of attaching their names to gates and streets has been adopted.

WEBER-CO. IN K. C. SELLS MANY TRACTORS IN DEC.

Kansas City, Jan. 14.—More than \$50,000 in tractor sales in December was the record of the Weber Implement and Automobile Company's Kansas City branch, according to R. R. Powers, manager, who declares the winter sales and outlook are exceptionally good. The Holt Caterpillar and La Plant lines are handled by the company here. The tractors went to farmers of western Missouri, Eastern Kansas and to road and construction contractors in the territory, Powers said.

"Departmentizing" Swells Car Sales

St. Paul, Minn., Jan. 14.—"Departmentizing" its business swelled the money volume of the East Side Motor Sales Company to approximately \$400,000 in 1925, according to L. C. Whitney, owner and manager.

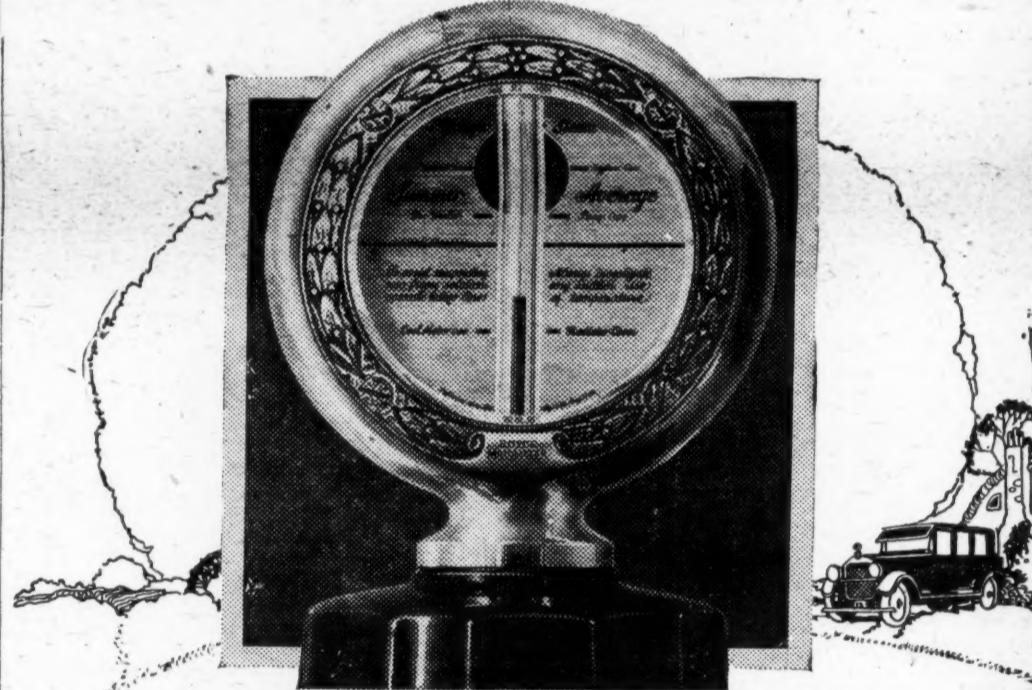
The company is this year signing a 500-car contract. Its original contract, in 1922, was for 225 cars.

"By 'departmentizing' I mean putting highly trained and well paid executive specialists at the head of the used car, parts, service and sales divisions, and making them fully accountable for the business of their respective departments," Mr. Whitney said.

STEVENSON ACT NOT AIMED AT AMERICA, SAYS CLUFF

Cleveland, Jan. 14.—Peaceable adjustment between American rubber manufacturers and British rubber producers of British rubber prices, instead of a program of reprisals, is the only way to settle the present wrangle over rubber prices, William A. Cluff, president of the Mason Tire and Rubber Company, Kent, O., declared on a visit here.

Cluff said he believed a scale of rubber prices could be arranged under the Stevenson control act by such a conference with more satisfactory results both in England and America than would result from reprisals. It is not aimed primarily at America, and is causing equal protest in Liverpool, London and Amsterdam, Cluff contends.



NOTICE the number of cars at the show that are equipped with the Boyce Moto Meter! An overwhelming majority—impressive evidence of its utility, beauty and downright value.

On the radiator cap the Boyce Moto Meter is always in the driver's line of vision, always ready with its warning ten to fifteen minutes before trouble brews under the hood. The unfailing sign of the man who is kind to his motor.

Over 8,000,000 now in use.

THE MOTO METER CO., Inc., Long Island City, N. Y.
THE MOTO METER COMPANY OF CANADA, Ltd., Hamilton, Ont.

BOYCE MOTOMETER

TRADE MARK REG. U. S. PATENT OFFICE

The name "Moto Meter" is the registered trade-mark and the exclusive property of this Company

HOTEL THE EMPIRE
BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

A NEW fourteen story fireproof structure containing every modern convenience and "Service" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, busses, all at door.

RATES

Room, private toilet \$2.50
Single Room with bath 3.50
Double Room with bath 5.00

M. P. Murtha, Gen. Mgr. Ample Parking Space

Dealer Activities

FORD DEALERSHIP IN CHICAGO REORGANIZED

Chicago, Jan. 14.—The retirement of W. H. Lloyd, former treasurer, from the Lloyd-Shanesy Company, 1002-1008 Diversey Parkway, Ford dealer, and owner of a large garage, has brought about a reorganization of the firm. The new company, which is to be known as L. W. Shanesy & Co., has Mr. Shanesy as president, H. G. Mason as vice-president and general manager and C. D. Brebner as sales manager of the Ford department.

OPENS WILLS ST. CLAIRE FIRM IN SCHENECTADY

Schenectady, N. Y., Jan. 14.—R. B. Cline this week opened his new Schenectady Wills St. Claire dealership at 18 Lafayette St. He will also act as sub-dealer for Witbeck Brothers, Paige and Jewett distributor, in Schenectady and Albany.

STAR CAR FRANCHISE FOR AKRON, O., DEALER

Akron, O., Jan. 14.—The Akron Flint Motor Sales Company, of 333 East Market St., has just been appointed associate Star car dealer. The Workman Motor Sales is the distributor for this city.

LOCOMOBILE ADDED BY YOUNGSTOWN DEALER

Youngstown, O., Jan. 14.—C. T. Gaither, of the Gaither Motor Company announces the addition of the Locomobile cars to his present line.

BRANCH OPENED BY HARTFORD PAIGE DEALER

Hartford, Conn., Jan. 14.—F. W. Williams, Inc., Paige and Jewett distributor, has just formally opened its new sales branch on the Connecticut Boulevard, East Hartford. Leonard W. Weinberg is branch manager.

WILL SELL KISSEL CARS IN MILWAUKEE

Milwaukee, Wis., Jan. 14.—The Krueger-Wilson Company, 499 Jefferson St., has just been appointed to sell Kissel cars in the Milwaukee territory.

BUY OUT PARTNER IN CHRYSLER DEALERSHIP

Detroit, Jan. 14.—A. W. Fenton, president of the Fenton-Garbarino Company, Chrysler dealer, announces that he and Ray S. Fenton have acquired the stock of Joseph N. Garbarino. The general policies of the company will remain the same.

BANQUET FOR EMPLOYEES OF MINOT (N. D.) FIRM

Minot, N. D., Jan. 14.—Frosaker-Blaisdell Motor Company celebrated the end of the most successful year in its history with a banquet. Covers were laid for

NEW INCORPORATIONS

ILLINOIS

Springfield, Ill., Jan. 14.—New Illinois incorporations are:

J. Butcher and Sons, Inc., 830-840 West Van Buren St., Chicago, \$25,000; to manufacture and deal in automobile varnishes, painters' and janitors' supplies, etc.; Joseph Butcher, Fred W. Butcher and Raymond H. Butcher.

Rhoads-Pemberton, Inc., 601-607 Pulaski Ave., Lincoln, \$25,000; to carry on general automobile garage business with repair shops in connection therewith; David E. Rhoads, Irvin G. Pemberton and Roland W. Pemberton.

South End Motors, Inc., 217-223 West Harrison St., Oak Park, \$30,000; to manufacture, buy, sell, deal in all kinds of merchandise pertaining to the automotive industry; John A. Knaak, Andrew H. Anderson and Elmer W. Schroeder.

Twin City Motor Corporation, 418 Loeust St., Sterling, \$15,000; to deal in and sell automobiles; Ernest J. Kelly, Helen Kelly, Thomas J. McDonnell and Margaret McDonnell.

Watkins Re-Babbitting Service of Chicago, Inc., 61 East 24th St., Chicago, \$10,000; to manufacture and sell automotive bearings, automobile and motor parts of all kinds; George Townley, Joseph H. Pleck and Marion B. Stahl.

Keever Webster Motor Company, Marissa, Ill., \$10,000; buy and sell automobile supplies, etc.; T. A. Webster, Irma Webster and Susie B. Keever.

University Garage Building Corporation, care Clyde R. Bates, 105 West Monroe St., Chicago, 1,000 shares no par value; to deal in and manufacture polishes, automobile accessories and merchandise; Culvin Bourne, Luther Forsythe, Kenneth H. Goodman.

The Gasoline Corporation, 646 North Michigan Ave., Chicago, 1,000 shares no par value; Julius L. David, S. Goldberg and E. Strachan.

The W. E. Butler Company, 501 West Main St., Ottawa Ill., \$5,000; deal in

twenty-five. O. G. Frosaker, president of the company, said the latter more than doubled any previous year's business in 1925. The company distributes Chrysler, Studebaker, Chevrolet, Oldsmobile and Packard cars.

USED CAR DEALER OPENS THIRD SALES LOT

Los Angeles, Jan. 14.—A new sales lot has just been opened by S. G. Stephens, used car dealer, at 1145 South Figueroa St. It is the third of its kind operated by Mr. Stephens.

Personal Items

SNOWBROOK APPOINTED

Philadelphia, Jan. 14.—H. B. Harper, president of the Studebaker Sales Company of Philadelphia, has just announced the appointment of F. L. T. Snowbrook of Chicago as general sales manager. Mr. Snowbrook will be in charge of all ten sales branches of the company, including Camden, N. J.; Wilmington, Del., and Ardmore, Pa.

BRISLEY NOW PRESIDENT

Columbus, O., Jan. 14.—E. C. Brisley, who has been vice-president of the Packard Columbus Motor Company since its organization several years ago, has just been elected to the presidency of his company to succeed Randall H. Mitchell, who died recently. R. M. Mitchell, also one of the original incorporators of the company, is secretary and treasurer.

SCHUMM WITH CUNNINGHAM

Hartford, Conn., Jan. 14.—Louis P. Schumm, formerly district representative of the Rolls Royce Company, has just accepted a position as local representative of the Cunningham Motor Car Company. The latter has heretofore not been actively represented in this territory.

BARLOW USED CAR HEAD

Chicago, Jan. 14.—Charles C. Barlow has just been appointed used car manager of the Bird-Sykes Company at 2215 South Michigan Ave. He was formerly connected with the firm's South Side store, and later opened the branch at 3124 Lawrence Ave.

LANIER IN NEW POST

Spartanburg, S. C., Jan. 14.—J. J. Lanier, for the past three years with the Rawls Motor Company of Raleigh, N. C., is now in charge of the tractor department of Ernest Burwell, Inc., local Ford and Lincoln dealer. Mr. Lanier has been

grease, oils, paints and auto accessories; W. E. Butler and Art Blankinship; Murphy Auto Supply Company, \$48,000; South Michigan Ave., Chicago, \$100,000; Allen H. Schwartz, Min Nelson and Louis H. Smith; buy, manufacture and deal in auto supplies, accessories, etc.; radio parts, accessories, etc.

Chicago Auto Parts Company, Chicago, changed location of principal business office to 1922 Archer Ave., and changed name to the Bostick Company.

Motor Industries, Inc., Chicago, increased stock from \$100,000 to \$500,000 and changed number and par value of shares.

WASHINGTON

Olympia, Wash., Jan. 14.—New Washington incorporations include the following:

Clement-Nash Motor Company, Wenatchee, \$15,000; J. A. Clement and Arthur J. Clement; to engage in the distribution and servicing of Nash automobiles and accessories.

Seattle Cylinder Grinding Company, Seattle, \$9,000; amendment changing name to Hendricks, Inc.; filing by Wright & Wright, Seattle.

Snow Motor Transportation Company, Inc., Tacoma, \$1,000; Edward P. Leonard and H. G. Schreiber; to place snow motor on heavier tourist run on Mt. Rainier for development of a new type of snow navigation.

Johnson's Corner, Inc., Seattle, \$2,000; Clarence W. Clark, Harold W. Rowland and Clifford M. Johnson; sale of automobiles and accessories.

Mount Vernon Nash Corporation, Mount Vernon, Wash., \$6,000; Roy C. Brown and E. C. Chase; to distribute Nash automobiles.

Overland Transfer Company, Inc., Seattle, \$10,000; E. G. Morris, M. L. Morris and Clara L. Morris; to engage in a general motor vehicle transportation business.

Rubber Development Investigated by Govt.

Special from A. D. N. Washington Bureau

Washington, Jan. 14.—Systematic investigation by the United States Bureau of Standards as to the possibilities of synthetic rubber was announced yesterday.

The Philippines as a potential rubber growing territory of the United States government was urged on the Department of Agriculture by a delegation of planters from the islands, who told government officials that American capital could find suitable plantations in the islands for rubber growing.

Improvements

BUILDING BRANCH HOUSE

Salt Lake City, Utah, Jan. 14.—A building 60 by 65 feet is being constructed in the Sugar House district of this city for occupancy by Richardson-Bower, Inc., local Dodge distributor and dealer with headquarters on Motor Avenue and Second East Street. The new building will be used as a branch house of the firm.

REMODELING OFFICES

Milwaukee, Jan. 14.—The sales rooms of the Milwaukee branch of Willys-Overland, Inc., is the scene of considerable renovation work. Floors are being repainted and offices remodeled. The work will be completed before the date of the opening of the automobile show, when a large number of visitors are expected in the salesrooms.

MOVES ACROSS STREET

Fort Smith Ark., Jan. 14 (U. T. P. S.).—The Sengel Motor Company has left its site at 108-110 North 10th St., to occupy the building directly across the street. Extensive remodeling of the new quarters is under way. The company has just opened an office at Van Buren, across the river from Fort Smith. The company handles Flints, Durants and Stars.

Fire Losses

\$40,000 BUS LINE BLAZE

Huntington, W. Va., Jan. 14.—Fire has just completely destroyed the garage, depot and nine large buses of the Westova Transit Company, at a loss of \$40,000. Other motor vehicles have been leased by the company and its bus service has been resumed.

\$25,000 GARAGE DAMAGE

Page, N. D., Jan. 14.—Fire destroyed the Piper Garage here with a loss estimated at \$25,000.

\$2,000 LOSS REPORTED

Rockford, Ill., Jan. 14.—One truck was destroyed and \$2,000 damage caused by fire in the repair shop and garage of Charles Hand.

SIX CARS DESTROYED

Jacksonville, Ill., Jan. 14.—An explosion of gasoline in the C. P. Hutson garage here was followed by a fire which completely destroyed the structure. Four new Ford cars and two other cars, in for repair, were consumed. The loss was estimated at \$15,000.

AUTO EXCHANGE BLAZE

Evansville, Ind., Jan. 14.—Fire damaged the building of the Evansville Auto Exchange, 1st and Locust Streets, Hudson-Esser dealer, and destroyed two cars. The damage was estimated at less than \$5,000.

and Mr. Hermanson of Fitzjohn Co. READS the A. D. N.!

FITZJOHN MANUFACTURING CO.

Builders of High Grade Motor Bus Bodies

Muskegon, Michigan

January 4, 1926.

Automotive Daily News,
1926 Broadway,
New York, N. Y.

Attention Mr. Alexander Johnston.

Gentlemen:

We wish to inform you that the Automotive Daily News is being received by us with due regularity.

In this connection we can not refrain from commenting on the value of this publication, also note with interest the various letters being reprinted as further evidence of appreciation.

A great many dealers and operators call at our plant from time to time, and it has been interesting to observe the remarks given out by some dealers by saying, "Yes, I saw it in the Automotive Daily News." One dealer in particular who has been keenly watching the rubber market has found your publication very valuable.

Yours very truly,

THE FITZJOHN MANUFACTURING COMPANY.

Geo. H. Hermanson
Sales Manager.

Use this
coupon to keep
A. D. N.
coming daily
to your desk

A.T.L.
Automotive Daily News, 1926 Broadway, New York, N. Y.:
Enter my subscription at once for the Automotive Daily News
for the period and no the terms I have indicated below:
[] 3 Months at \$3.00 [] 6 Months at \$6.00 [] 1 Year at \$12.00
I inclose \$..... or I will send \$..... upon receipt of bill.
Name
Street
City
State

A Fair Partner for Little--By Kessler**Auto Show Is Greatest Single Aid to Industry**

New York, Jan. 14.—The value of automobile shows in the development of the motor industry to its present place in the American business field is emphasized by R. T. Hodgkins, general sales manager of the Rickenbacker Motor Company, who says the small local shows are indispensable as well as the national ones.

"Every year about this time we hear from various quarters suggestions to the effect that automobile shows are a nuisance, an unnecessary expense; that they disrupt business and should be discontinued," says Mr. Hodgkins.

"To my mind the men who voice any such sentiments are superficial thinkers. When they use as a proof of their assertion the fact that the stove business, baking powder, women's wear, men's haberdashery, furniture and other lines of trade do not have annual style shows my reply is: 'That does not really prove anything except that merchandising has been brought to a higher state in the case of the automobile than ever was known before in any line of industry.'

"Having observed the cause, effect, cost and results of automobile shows for several years, I have come to the conclusion that the greatest stimulant to interest, to desire on the part of the purchaser and to improvement on the part of the manufacturer, are the annual 'style' shows, both large and small.

"In its way, the smallest show in the tiniest village is of just as great importance as are the big national shows in New York, Chicago, Detroit and other large cities.

"Other industries have made spasmodic attempts at this sort of thing, notably the style shows which are held from time to time in different cities by stores specializing in women's wear. But these have never gone to the full extent of inviting all competitors in; giving the customer an even chance to see and compare all styles, fabrics, etc., on the same floor and in the same room.

"Only the automobile industry has had the courage to do that. And the result is it is the most dynamic, the most progressive, industry in the world.

"Discontinue the shows, and in three years the automobile business would drop back into the same slow pace, the same sluggardly methods, that characterize merchandising in so many other lines. Interest would lag and conversation become casual.

"Like all things which it gets without effort, the public may seem indifferent to automobile shows; but once deprive people of this annual display and they would discover that something very much worth while had gone out of their lives.

"As for the automobile industry itself, it would be deprived of its greatest stimulant, its greatest incentive to style changes, which are the life of any business, as well as its greatest urge to make improvements to keep abreast with competition for improvements, and finally its greatest sales help."

Classified Advertising

CLASSIFIED RATES
5c word (per daily insertion)

BUSINESS OPPORTUNITIES

WANTED—Partner with capital to help push a promising business in connection with garage. Address James B. Brooks, Eldorado, Ohio.

FOR SALE

INSTABLISHED Auto and Radio Supply Store. Ideal location; cheap. Joseph Palise, 1317 Bushwick Ave., Brooklyn, N.Y.

MALAY STATE PAYS BIG JUDGMENT IN RUBBER

Washington, Jan. 14.—Thanks to the rubber monopoly, the little Malay state of Kelantan has paid \$2,000,000 on a court judgment to an Englishman, the National Geographic Society has announced here.

Kelantan "is waxing financially fat on rubber," the report stated, and probably found no difficulty in paying. American automobile owners helped to pay the award, the report declares.

SHOW SEASON AT ITS HEIGHT**Big and Small Towns Now Preparing for Motive Exhibits**

New York, Jan. 14.—A busy period of motive show events in various parts of the country will follow the closing of the twenty-sixth national exposition here this week. Many automobile shows are scheduled for towns and cities in different sections.

The Philadelphia show starts on the 16th and closes January 23, as do also the exhibits in Cincinnati, Buffalo, Newark and Milwaukee. Opening on the 18th and closing the 23d are the displays of Columbus, O., and Youngstown, O.

Baltimore, Montreal, and Butte, Mont., start their displays January 23. The latter show ends the 28th, while the first two will carry on to the 30th. The 25th marks the opening of shows in Niagara Falls, Jersey City (Hudson County Auto Show), and Williamsport, Pa. These three all close on the 30th.

Akron's and Harrisburg's events are both scheduled for January 30 to February 6.

The first week in February will see the opening of shows in the following cities: Sandusky, O., Feb. 3-6; Denver, 2-6; Providence, R. I., Feb. 6-13; Minneapolis, opening on the 6th, and Springfield, Ill., from Feb. 3 to 6.

Next month will also see shows at Peoria, Ill.; Des Moines, Iowa; Indianapolis, Ind.; Casper, Wyo.; Kansas City, Worcester, Mass.; Passaic, N. J.; Eugene, Ore.; Fort Wayne, Ind.; Trenton; Meadville, Camden, N. J.

The Boston show opens for a week at the Mechanics Building on March 6. Evansville, Ind., is planning its exhibit from March 1 to 6.

Several American auto-makers will also exhibit at the annual show in Amsterdam, Holland, which opens January 15.

Chicago's National Automobile Show will be held January 31 to February 6.

Ford Twin City 1925 Output Gains 15,232

Minneapolis, Jan. 14.—Output of Twin City branches of Ford Motor Company in 1925 was 91,548 Ford vehicles, an increase of 15,232 over the 1924 output of 75,316, officials of Twin City Ford plant announced yesterday.

Twin City branches sold 59,367 Fords to dealers in this district in 1925, as compared to 56,155 in 1924. In December, 1925, Ford sales totaled 3,595 in the immediate Twin City district, compared with 2,085 in December, 1924, an increase of 75 per cent.

HICKS CONFERENCE

Waco, Tex., Jan. 14.—Nine representatives of the Hicks Rubber Company of this city attended the convention of agents of the Dayton Rubber Manufacturing Company in Dayton recently. They included: Dewitt Hicks, Ross Hicks, Fred Hicks, C. O. Woody, Earl Bruck, J. R. Hill, E. C. Gibbs, and C. S. Mansfield.

Ollier Studebaker Dealer in England

South Bend, Ind., Jan. 14.—L. J. Ollier, former vice-president of the Studebaker Corporation of America, has purchased the Studebaker sales distributorship for all of the British Isles, with headquarters located in London.

Ollier is now in Europe, and the amount of money involved in the deal was not disclosed. E. H. Watson, former owner of the Great Britain contract, gave as a reason for selling to Ollier that he wanted to retire. Watson held the British dealership since 1911.

Ollier first joined with Studebaker as a salesman in California, from where, because of a creditable showing, he was called here by the factory and placed in charge of sales. He was later made vice-president and given charge of all exports. In 1922 Ollier retired in order to travel abroad.

EEZEE Puncture Cure will end all tire troubles

Dealers, connect yourselves with the greatest patented automotive necessity in the U. S.

Good proposition offered

Here is your opportunity to make money and make customers everlasting friends

Eezee Puncture Cure is sold in many stores in Philadelphia alone

It is young and it is growing

Come with us now and grow and succeed with us

Lose no time, Mr. Dealer, get our proposition without delay

EEZEE Manufacturing Company

1111-1113 S. Broad Street,
Philadelphia, Pa.

Murray Body Corporation

Detroit, Michigan

OPERATING**Ecorse Steel Plant**

for the manufacture of
Automobile Chassis Frames.

J. W. Murray Manufacturing Company

Manufacturers of Fenders, Hoods, Gas Tanks
and other Sheet Metal parts for Automobiles.

Dietrich Incorporated

Manufacturers of Custom-built bodies
for fine Automobiles.

Dependable Motor Car Bodies

MORE RUBBER TO BE RECLAIMED

Akron, O., Jan. 14.—In anticipation of a business double that of last year the Akron reclaiming plants are making additions to their present plans. Several new plants have been started.

This preparation is being made in view of the increased business that the present high price of crude rubber has created.

Figures show that production of reclaimed rubber during the first nine months of 1925 was nearly 15 per cent. greater than that of all of 1924. While most of the reclaimed rubber in the past has been used for mechanical and hard rubber products, there is a steadily increasing quantity of this product being used in tires.

Among the additions planned for the reclaiming plants, the Philadelphia Rubber Works is spending \$200,000 for additions and new equipment. This plant is the largest in the Akron district.

The Akron Rubber Reclaiming Company, located in Barberton, believes that it will practically triple its production by May 1, due to the extensive expansion program it is working on.

The Miller Rubber Company has let the contract for a \$100,000 reclaiming plant in Kenmore, and one of the latest projects is the reopening of the old Phoenix plant by the Akron Rubber Recovery Company.

The Phoenix plant is located in East Akron, and reconstruction of this factory for operation will cost in the neighborhood of \$100,000. It was announced that the production of reclaimed rubber will be started in the near future, and it is expected the plant will operate on a basis of twenty-five tons of reclaimed rubber daily.

100 PER CENT. INCREASE

Buffalo, N. Y., Jan. 14.—F. H. Stanley, sales manager of the Hudson-Oliver Motor Company, has announced that approximately twice as many Hudson and Essex cars were sold in Buffalo during 1925 as in 1924.

More Scrap Rubber Being Reclaimed; Exports Show Drop

Special from A. D. N. Washington Bureau

Washington, Jan. 14.—Scrap and reclaimed rubber is being used to a greater extent in American manufacture, it is indicated by figures compiled by the Department of Commerce, which state that there has been a noticeable decline in exports of this commodity.

The average value of reclaimed rubber, however, has declined from 13 cents in October to 9 cents in November, while the average value of scrap increased slightly. The price per pound of scrap rubber continued its general upward trend, reaching 7 cents in November, the highest price for any month this year.

Total value of November exports of rubber products was \$4,294,257, a marked decrease as compared with \$4,956,309 in October and \$5,065,262 in September.

Higher prices for tires and tubes

were factors contributing to the fairly high total value for the month. In November there were 106,368 casings exported to foreign countries, as compared with 129,365 in October and 155,594 in September. The average declared value per casing in November was \$15.50, in October \$14.94 and in September \$13.98.

The volume of tubes in November was 93,867, as compared with 120,409 for October, while the average value increased from \$2.40 to \$2.90.

Minot, N. D., Jan. 14.—The Crookston Top and Body Works plans to establish a plant in Minot as soon as a suitable location is found, it is announced by W. L. Brant, member of the firm.

WISCONSIN AXLES

MORE Wisconsin Axles are used for replacement. A complete line of sizes with varying treads and wide range of gear ratios makes selection possible to meet practically every requirement.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED JANUARY 2, 1926

States	Acme	Autocar	Brock-way	Chevrolet	Com-merce	Dia-mond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel-laneous	Totals	States
Kansas												1																1	Kansas	
Louisiana												4					1											5	Louisiana	
Maryland	2		8				4	2	41			2	2				3										2	66	Maryland	
N. Hamp.							1		1																			4	N. Hampshire	
N. Dakota												3																3	North Dakota	
So. Carolina			2				1		13																			18	So. Carolina	
Texas	2	13			1	2	1	51				2															3	75	Texas	
Wash'gton		15			10	6	1	69		1		3		1		2	1									10	119	Washington		
Wyoming					2	3		8		1	3						3										20	Wyoming		

LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for November, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brock-way	Chevrolet	Com-merce	Dia-mond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel-laneous	Totals	States
Alabama			37		1	22	8	5	655		2	12		9												11	4	771	Alabama	
Arizona			9		8	8	1	32	1			1					3									2	67	Arizona		
Arkansas			2			2	1		66			1														1	73	Arkansas		
California	1	14	154		2	169	127	48	490	5	22	18	59	2	7	5	48	4	2	2	15	3	1	38	116	1352	California			
Colorado			40			2	20	7	276		3	7	4				4								2	3	2	370	Colorado	
Conn'ticut	1	6	4	50		74	30	29	237		6	13	53		9		62	4	1		3		1	33	14	630	Connecticut			
Delaware	4	10			3	5		69		2							6									99	Delaware			
Florida		8			7	11	11	174		2	11	8		1			3		1						1	8	246	Florida		
Georgia		8			6	8	5	199			5	12				2									9	23	277	Georgia		
Idaho		8			6	4		43		1	2	4				1	1								70	Idaho				
Illinois	5	70	26	59	13	8	381	4	49	10		3	8	19	1				1					22	42	721	Illinois			
Indiana	1	36		21	16	6	313		2	31	3		3		20			4		4					6	2	3	482	Indiana	
Iowa		47		15	10		137			25	1				4	1			1					1	7	249	Iowa			
Kansas		4		8	2		54			2															1	9	81	Kansas		
Kentucky	1	26		24	15	1	208		1	15	4		4		12									3	5	15	334	Kentucky		
Louisiana		11		1	15	3	1	258		2	9				3										5	2	310	Louisiana		
Maine	1	2	12		18	18	1	64	1	1	2	3			14										137	Maine				
Maryland	2	3	23	2	14	13	5	185		8	16	10		3	2	14	2	1	1	2					11	342	Maryland			
Mass'sets	1	29	17	56	1	60	49	19	602		8	16	52	4	1	13	119	2	1	5		2	10	8	33	76	1184	Massachusetts		
Michigan	2	1	82		2	68	23	34	768		26	23	19	1	4	4	72	2	1						7	70	1221	Michigan		
Minnesota	1	95		3	17	27	6	225	7	3	20	5		7		22									7	10	457	Minnesota		
Missouri		28		2	16	13	5	187		8	4	8		1	1	8	2							6	12	301	Missouri			
Montana		3		8	1		35			1															48	Montana				
Nebraska		22		16	6		237		3	10	1		1		5									1	7	309	Nebraska			
N. Hamp.		7		7	4	1	54		2	3	4		3		10									3	4	102	N. Hampshire			
New Jersey																												74	New Jersey	
N. Mexico																														

Pontiac-Oakland Dealers at Luncheon in Hotel Commodore, Tuesday Noon



**HERCULES CO. RESUMES
MANUFACTURE OF BODIES**

Evansville, Ind., Jan. 14.—The automotive department of the Hercules Corporation plant, builders of Chevrolet, Ford and Graham truck bodies, resumed operations today on a daily schedule of 125 bodies. About 50 per cent of the new \$200,000 mechanical equipment has been installed, and it is expected all new units will be in operation by February 1, C. W. Sanford, plant superintendent, announces.

Seven hundred men are now engaged in the automotive production department. This force will be increased to between 1,000 and 1,200 by the end of the month to bring production to 175 bodies daily.

**Automotive Daily News
BUYERS' DIRECTORY
and GUIDE**

Reference List of Prominent Automotive Associations

National Automobile Chamber of Commerce,
366 Madison Ave., New York, N. Y.

Automotive Equipment Association,
1809 City Hall Sq. Bld., Chicago, Ill.

Motor & Accessory Manufacturers' Association,
250 West 57th St., New York, N. Y.

National Automobile Dealers' Association,
320 North Grand Ave., St. Louis, Mo.

National Standard Parts Association,
310 Hoffman Blvd., Detroit, Mich.

CARBURETORS



"TRULY A GASOLINE SAVER"
It's a KNOCKOUT for the
FORD, DODGE,
CHEVROLET and
WILLYS KNIGHT

Dealers Literature for the Asking
APEX SUB-CARBURETOR COMPANY
2333 North Illinois St.,
Indianapolis, Indiana.

FLEET OWNER LISTS

**OVER 100,000 CARS OWNED BY
1,000 N. Y. CORPORATIONS**
These fleet owners offer a huge market
for your product. Are you reaching
them? Do you know the man to see?
There's a list of these fleet owners,
kept up to date and giving the name
of the right man to see. Used by the
largest people in the business. M.
MACHOL, 417 Central Park West, New
York City. Tel. Academy 8181.

**A. A. A. Directors
To Fight Excise Tax**

New York, Jan. 14.—The board of directors of the American Automobile Association met at the Roosevelt Hotel here today in their semi-annual meeting and adopted a unanimous resolution committing them to continue the fight for complete repeal of all excise taxes on automotive vehicles, accessories and parts. They also adopted a resolution saying that a national campaign should be carried on to educate automobile owners in the conservation of tires. At the same time they urged immediate steps to secure an adjustment of rubber prices.

**Can a Black and
Blue Ad Sell Motor
Cars?**

BLACK pencils are manufactured for the use of Advertising Managers who spend weeks over a new piece of copy.

Blue pencils are sold to Presidents who add hours to the copy's time sheet.

Each color, frankly, has its virtues. How to identify them?

Last year, some 200 companies added a third color to the spectrum—to settle speculation and get the most out of the Advertising Managers' and Presidents' ideas. (Their revised advertising plans yielded increased effectiveness ranging from 10% to 109%.)

A red pencil it is that the Advertising Service Bureau wields! The A. S. B. is a FEE-LESS, expert, disinterested merchandising and advertising advisory organization—supported by one of America's greatest publishing institutions upon the premises

that any force beneficial to advertising in general must inevitably react upon every advertising factor.

The Advertising Service Bureau offers the valuable "outside" viewpoint of some of the country's most fertile advertising minds; numbers among its clients some of the country's most famous advertisers and advertising agencies.

Now, during Show week, personal contacts will be possible between visiting executives and the Advertising Service Bureau.

An A. S. B. representative will be present at the Automotive Daily News booth D127 (Fourth Floor), tonight for a friendly talk.

A special conference may be arranged any time, any where, by telephoning Trafalgar 4500.

Remember, a get-together entails no fee, now, or ever; but an early call will insure the most convenient appointment.

ADVERTISING SERVICE BUREAU

CARROLL RHEINSTROM, Director

MACFADDEN PUBLICATIONS, INCORPORATED
1926 Broadway

Advertising Service Bureau, Carroll Rheinstrom, Director Macfadden Building 1926 Broadway, New York
Enter my name for "Keyed Copy," the magazine that reproduces successful advertisements, with their results in actual figures. There is to be no charge. This obligates me in no way.
Name _____
Company _____
Address _____
Most subscribers give home address
City _____ State _____

WIRE WHEELS

**America's Finest Cars Use
BUFFALO WIRE WHEELS**

Wire Wheel Corporation of America
Buffalo, N. Y.

TRUCKS

SEE "Buddy"

the new $\frac{3}{4}$ Ton Stewart Speed
Truck at Sherman Hotel (Chi-
cago) Jan. 30th to Feb. 16th

Only \$3.75 for an "Ad."
or Business Card the
Same Size as the One on
the Left.

Write for Details

**FREE To Visiting
Advertisers:**

One year's sub-
scription to "Keyed Copy," the Ad-
vertising Service Bureau's sensational
monthly magazine that reproduces cur-
rent successful advertisements, with
their results in actual figures! PRICE-
LESS! Mail the coupon without
obligation.

Financial News of the Automotive Industry

MACK INVESTMENT MORE THAN DOUBLE IN LESS THAN 2 YRS.

Earnings More Than Compensate Company For Its Expansion

NEW YORK, Jan. 14.—In a little more than a year Mack Trucks, Inc., has increased its capital by upward of \$21,500,000. This is more than the total book value of the company's assets at the end of 1924 and indicates the rapid expansion in the business since the bus first became an important factor in the company's operations.

In September, 1924, stockholders were offered the right to subscribe to 56,622 additional shares of common stock at \$80 a share, which brought the company about \$4,525,000 of fresh capital. In July, 1925, another offering was made to stockholders of 67,946 shares of additional stock at \$100 a share, which brought in \$6,794,000. The offering just announced of additional stock in the ratio of one share for six of the present shares amounts to 101,919 shares and will bring in upward of \$10,000,000. In addition to these stock offerings, the company on December 31 paid a stock dividend of 50 per cent., increasing its capital by 203,838 shares.

With the issuance of the stock under the new offer, Mack Trucks in the latter part of 1926 will have outstanding a total of nearly 715,000 shares of common, as compared with 313,859 at the end of 1924.

The total of \$21,500,000 of additional capital does not include about \$3,000,000 raised through the issue of 6 per cent. gold notes of Mack Trucks Real Estate, Inc., a subsidiary, whose activities were divorced from the parent company's operations last year, and, if this amount is included, the additional capital which will pour into the Mack treasury in less than two years totals \$24,500,000, and compares with net tangible book assets at the end of 1924 of \$21,268,462.

The September balance sheet indicates that the additional capital has been fairly evenly divided as to working capital and fixed investment. Considering the large gain in business during 1925, the increase in the latter item has been conservative and still further plant expansion is contemplated. Sales last year were in excess of \$67,000,000 against \$46,689,000 in 1924. The additional investment in plants, before depreciation charges during the first nine months of 1925, was around \$2,100,000, and followed an investment in 1924 of \$3,200,000, which came out of working capital. During the first nine months of 1925 the company also invested about \$3,200,000 in the Mack Acceptance Corporation, and Mack Trucks Real Estate, so that the total fixed investment during the nine months was about \$5,300,000 out of the additional capital of approximately \$8,000,000 received during the period. The balance went to working capital, which exceeded \$35,650,000 on September 30 against \$28,640,000 on December 31, 1924.

Earnings have more than compensated the company for its additional investment and still larger business is in prospect. Net for the year 1925 is estimated at \$9,500,000, equal to around \$15.50 a share on the 611,514 shares of common outstanding at the end of the year. The company is planning to do a business of \$80,000,000 in 1926, and, if the same ratio of profit to sales is realized as in the year just closed, Mack's earnings for 1926 should equal around \$11,250,000,

Thursday's Wall Street Closing

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Change
15 7/8	9 1/2	6	Ajax Rubber	1,100	10 1/2	10 1/2	10 1/2	- 1/2
97 1/2	71 1/2	6	Allis-Chalmers	1,600	94 1/2	92 1/2	92 1/2	- 1/2
54 1/2	26 1/2	—	Am. Bosch Magneto	200	31 1/2	31	31	- 1/2
50	11 1/2	1	Am.-La France	1,100	14 1/2	14 1/2	14 1/2	- 1/2
44 1/2	21 1/2	3	Briggs Mfg. Co.	1,600	34 1/2	34 1/2	34 1/2	+ 1/2
52	27 1/2	3	Chrysler Motor	700	47 1/2	47 1/2	47 1/2	- 1/2
62	48 1/2	—	Chrysler Corp. pf	60,800	53	52	52	- 1/2
116 1/2	100 1/2	—	Cont. Motor	700	107	107	107	- 1/2
15 1/2	8 1/2	.80	Dodge Bros. A	3,500	12 1/2	12 1/2	12 1/2	- 1/2
44 1/2	21 1/2	—	Dodge Bros. pf	17,700	45 1/2	44 1/2	44 1/2	+ 1/2
91 1/2	73 1/2	7	Emerson B. pf	1,500	86 1/2	85 1/2	86	- 1/2
26 3/4	8	—	Fisher Body	100	21 1/2	21 1/2	21 1/2	- 1/2
125	60 1/2	5	Fisk Rubber	1,300	99 1/2	97 1/2	98	- 1/2
28 3/4	10 1/2	—	Fisk Rubber 1st pf	8,300	26	25 1/2	25 1/2	- 1/2
116 1/2	75 1/2	7	Gabriel Snubbers	400	114 1/2	114 1/2	114 1/2	- 1/2
39 3/4	25 1/2	2.50	Gardner Motor	1,500	40 1/2	39 1/2	39 1/2	- 1/2
16 1/2	4 1/2	—	General Motors	300	9	9	9	- 1/2
115	102	7	General Motors 7s	300	114 1/2	114 1/2	114 1/2	- 1/2
26 1/2	12 1/2	2	Glidden Co.	800	25 1/2	24 1/2	24 1/2	- 1/2
74 1/2	36 3/4	4	Goodrich	2,800	63 1/2	62	62 1/2	+ 1/2
102	92	7	Goodrich pf	100	97 1/2	97 1/2	97 1/2	- 1/2
114 1/2	86 1/2	7	Goodyear pf	400	105	104 1/2	104 1/2	- 1/2
49 3/4	30	3	Hayes Wheel	1,400	48	45	45	+ 1/2
13 1/2	33 1/2	4	Hudson Motor	900	118 1/2	112	115 1/2	+ 1/2
31	14 1/2	1	Hupmobile	2,100	26	26	26	- 1/2
65	35 1/2	3	Indian Motorcycle	100	19 1/2	19 1/2	19 1/2	- 1/2
21 1/2	12 1/2	—	Jordan Motor	2,100	51 1/2	49 1/2	49 1/2	- 1/2
124	87	6	Kelly-Springfield Tire	800	18 1/2	17 1/2	17 1/2	- 1/2
3 1/2	1	—	Kelsey Wheel	100	115	115	115	- 1/2
117	6	—	Keystone Tire	100	1 1/2	1 1/2	1 1/2	- 1/2
242	21 1/2	6	Lec Tire rts.	100	3 1/2	3 1/2	3 1/2	- 1/2
22 1/2	16 1/2	2	Mack Truck	4,000	150 1/2	147 1/2	148 1/2	- 1/2
42	22 1/2	3	Mack Truck rts.	15,000	7 1/2	7 1/2	7 1/2	- 1/2
34 1/2	20	—	Marlin Rockwell	200	30 1/2	30 1/2	30 1/2	- 1/2
25	8	—	Moon Motor	4,000	35	33 1/2	34	- 1/2
48 1/2	3 1/2	—	Motometer	800	42	41 1/2	42	- 1/2
42 1/2	5 1/2	—	Motor Wheel	600	32 1/2	32 1/2	32 1/2	- 1/2
48 1/2	192 1/2	7	Murray Body	2,000	12 1/2	11 1/2	11 1/2	- 1/2
48 1/2	18	2	Nash Motor	800	61 1/2	50 1/2	50 1/2	- 1/2
247	10 1/2	1.80	Packard Motor	9,600	41 1/2	40	40	- 1/2
33	17 1/2	10 1/2	Paige-Detroit Motor	4,100	147 1/2	145 1/2	145 1/2	- 1/2
100	43	—	Pierce-Arrow	15,400	40 1/2	39 1/2	39 1/2	- 1/2
18	8	—	Pierce-Arrow pf	2,200	106 1/2	105	106	- 1
36 1/2	15 1/2	5	Reynolds Spring	800	9 1/2	9	9	- 1/2
55	55	5	Spicer Mfg. Co.	4,700	22	27 1/2	27 1/2	- 1/2
59 1/2	15 1/2	5	Stewart-Warner Speed.	9,000	58 1/2	57 1/2	57 1/2	- 1/2
59 1/2	27 1/2	3	Studebaker Co.	1,200	54 1/2	54 1/2	54 1/2	- 1/2
70 1/2	33 1/2	8	Timken Roller Bear.	12,500	82 1/2	80	80	- 1/2
108 1/2	29 1/2	8	U. S. Rubber	400	108 1/2	108	108 1/2	+ 1/2
			U. S. Rubber pf					

Current Commodity Prices

New York, Jan. 14.—Crude rubber prices continue to display weakness. Trading is quiet. London is moderately heavy. Leading sellers of sheet bars, billets and slabs are quoting \$40, Pittsburgh, Youngstown or Cleveland. The last open market sales of bars and slabs were at \$38, Pittsburgh. The gasoline market is unchanged.

STEEL PRODUCTS

Semi-Finished—Gross Tons	
Billets, rolling	\$36.00 a 37.00
Billets, forging	41.00 a 42.00
Steel bars (hot rolled)	2.00 a 2.10
Plates (hot rolled)	1.60 a 1.70
Heavy annealed sheets	2.50 a 2.60
Black sheets	3.35 a 3.40
Auto body	4.40 a 4.50
Bands	2.40 a 2.50
Cold rolled strip	3.75 a 3.80
Hot rolled strip	2.20 a 2.30
Pig Iron, Basic	20.00 a 21.00
Valleys	22.00 a 22.00
Eastern Pennsylvania	22.00 a 22.00

IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York,	
Heavy melting steel	\$12.00 a 13.00
Machining shop turnings	9.50 a 10.00
Cast iron bungs	9.50 a 10.00
No. 1 cast scrap	16.00 a 17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	
High brass sheets	19 1/2 a —
Copper, in rolls	21 1/2 a —
Zinc, spot, New York	9.00 a 9.05
Lead, spot, New York	9.25 a 9.40
Aluminum, virgin 98.99%	28 a 29

SEAMLESS TUBING

High brass	
Round	16 1/2 a —
Copper, rods, round	22 1/2 a —

Crude Oil Output Shrinks Further

The American Petroleum Institute estimates that the daily average gross crude oil production in the United States for the week ended January 9 was 1,963,800 barrels as compared with 1,972,550 barrels for the preceding week, a decrease of 8,750 barrels. The daily average production east of California was 1,334,800 barrels, as compared with 1,343,050 barrels, a decrease of 8,250 barrels.

The estimated daily average gross production of the Mid-Continent field including Oklahoma, Kansas, north, east central, west central and southwest Texas, north Louisiana and Arkansas, for the week ended January 9 was 1,039,750 barrels, as compared with 1,048,750 barrels for the preceding week, a decrease of 9,000 barrels.

The Mid-Continent production, excluding Smackover, Arkansas, heavy oil, was 886,050 barrels, as compared with 890,750 barrels, a decrease of 4,700 barrels.

Between \$15 and \$16 a share on the increased common stock of close to 715,000 shares, which will be outstanding at the end of this year.

DODGE DEBENTURE 6S

SHOW PROVES A BUSINESS GETTER

All Companies Report Better Results Than In Past Years

NEW YORK, Jan. 14.—Business results chalked up at the show for the period through Thursday night exceed any previous volume at a national exhibition.

This statement is not based on conjecture or superficial examination, but on the solid evidence reported by the exhibitors themselves. It is made with due consideration of what has been done in the past and serves to emphasize the great things the 1926 show has already accomplished.

It could well be designated as the "Buyers Show," because of the preponderance of those who came to buy and not merely to look. Visitors have been giving their names freely and swelling the prospect lists where they have not actually come to a decision and placed their orders.

Not only has the type of attendance been such as to gladden the salesman's heart, but there has been more of it. Show officials assert that more people have passed by the ticket takers thus far than at either last year's show or the one before that.

The return to the Palace, with its convenient midcity accessibility, has partly accounted for this, but also there has been the factor of increased public interest in things automotive, brought about by a year of general business prosperity. A third factor which has probably accounted for a part of the exceptional showing is the wider appeal of automotive products, due to lower prices and greater values.

From a trade standpoint, the present show has offered an unusual opportunity for representatives of the two great divisions of the industry, manufacturing and merchandising, to mingle freely, perfect mutual understandings and bring closer the attitude of the maker and the seller. The two trade sessions, Monday and Tuesday mornings, have been an important factor in promoting this happy result.

Additional trade significance has been given this year by the large dealer attendance. Not only during the trade sessions, but on the public days, dealers have been on hand in greater-than-ever numbers. They have come to make commitments for the first part of the new year, to inspect the models and to meet factory personnel. Many besides have taken this opportunity to add new lines, or to change to ones that better suit selling conditions in their localities.

Their presence has been a desirable feature of the show and has added the spice of the retailer's viewpoint to that of the factory official. Presidents, vice-presidents, sales managers and other executives of the plants have derived considerable benefit from talking with these men and absorbing their practical angle.

These conclusions are arrived at after a careful survey of the booths and a notation of experiences of a majority of the exhibitors on all floors. Getting down to cases, we will present specific statements by representative manufacturers who have been meeting the crowds at their booths.

Oldsmobile, in an advantageous position on the ground floor, and showing a line with the wide appeal of a comparatively low-price range, has had an extremely lively time taking care of visitors. H. A. Neely, a factory sales representative, when questioned at the booth, spoke glowingly of the results accomplished. Dealers in large numbers have inspected the line and many new ones have been signed up. Retail sales have been large and as for prospects, he reports that each salesman has accumulated a list of some two hundred

names. Results, he thinks, have been far ahead of last year.

L. R. Anderson, sales promotion manager of Reo, emphasizes what has been accomplished at his booth by stating that the first half of this show has seen more business done than during all the 1925 exhibit. He reports many actual orders signed and large lists of prospects compiled.

According to L. Logie of Rickenbacker this has been their best show, outdoing last year by a considerable margin. They have talked with many dealers and done a prosperous wholesale business. On the retail side, names of some 800 likely buyers have been listed. Interest has been keen in the stream-lined sport model which Rickenbacker is showing and a large number of orders, considering the price, have been registered.

F. W. Glacel, in the Locomobile booth reports an active session since the start of the show. Prospects have been recorded in good volume and a pleasing number of orders have been taken, both for the Junior Eight and the Model 90.

Pierce-Arrow business has been running way ahead of last year—as much as 10 times the volume of 1925, one representative states. Large sales for a car in the Pierce-Arrow price class have been chalked up and many names which are likely to lead to business when followed up have been recorded.

Satisfaction over results accom-

plished thus far is expressed by the accessory people also.

F. G. Haldie of the Stover Signal Engineering Company states that inquiries from dealers and actual orders have run well ahead of 1925.

In the booth of the Apco Manufacturing Company, makers of a varied line of car equipment, H. R. Fletcher spoke enthusiastically of the response they had received from visitors. Many of their jobbers have visited the space and made their commitments for the immediate future. Orders from dealers have been listed in considerable volume and turned over to jobbers for execution. On the whole, Mr. Fletcher states, more business has been done than would have been possible during an equal time spent in the field.

Charles P. Rogers & Co., makers of greasing equipment for service stations, reports many inquiries and a number of sales.

Better business than last year with a favorable outlook for 1926, is the story in the booth of the United States Chain and Forging Company, makers of McKay bumpers and chains.

J. J. McDowell, representing Byrne, Kingston & Co. says that unusual interest has been shown in the company's oil aerator and filter and that they have closed with many new dealers. Prospects for the coming year may be judged by the fact that the factory has increased production but has been unable to keep pace with demand.

Are you selling these thousands of families?

No better market could be asked for than the mass of people with open minds and well filled purses eager to hear your story—ready to act on conviction—who are constant readers and adherents of the

NEW YORK EVENING GRAPHIC

As a medium through which to reach and impress thousands of families receptive to the lure of the automobile and the pleasure it creates, this newspaper comprises an opportunity bulging with sales possibilities.

A family newspaper is a power in the home. It exerts an influence that expresses itself in a buying power merchants relentlessly seek.

The rapid rise of New York's only complete evening Tabloid newspaper into a position of significant importance in the newspaper field has resulted from no other cause than popular approval.

Such a secure foundation assures profit to the advertiser.

A huge group of ideal prospects—thousands of financially substantial families—lie directly before you. They will buy your merchandise if you display your wares.

Good business practice decrees that you sell this ready-made receptive market.

The

NEW YORK EVENING GRAPHIC

Published by Bernarr Macfadden

H. A. AHERN, Advertising Manager
25 City Hall Place

POWERS & STONE, Inc., Western Representatives
250 Park Ave., New York First Nat'l Bank Bldg., Chicago

"A human interest newspaper"

Until We Meet Again

THE twenty-sixth annual National Auto Show will soon be a thing of the past. It will live only in the memories of those who came, who saw, and who profited by the exhibits at the show and at the contacts made with the really worth while men in the automotive industry.

The show is an inspiration to those who saw it through the eyes of knowledge and imagination—to the others, if there be any others, it was just another motor car show.

Advertising is the force that will sell these cars you have seen—and advertising in the country's leading magazines will play no small part in helping you make sales of these new models.

When the subject of advertising comes up for consideration—give a thought to the two million or more people who buy TRUE STORY and to the ten million people who read it monthly.

This is a great market—almost untouched by any other magazine or group of magazines—and it is a fertile market for motor car advertisers who make sales their main concern.

To the advertising buyer with imagination and foresight, TRUE STORY is not "just another magazine." It is the ONE magazine that MUST be used, if you are to reach the masses with your message—and it is to the masses that you must make your vital appeal.

Think of TRUE STORY as "The Necessary Two Million+" because you cannot reach this group of readers through any other magazine or group of magazines. You must go to them through TRUE STORY to be certain that you are influencing their decision. You cannot take away from the show a more profitable impression than a true idea of what TRUE STORY'S necessary 2,000,000 (plus) can SELL for you!

True Story

"The Necessary Two Million +"
"Greatest Coverage—Lowest Cost"